



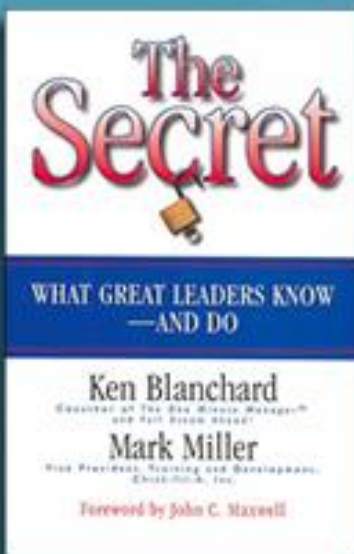
Success –

“Some people dream of success (or pots of gold)...while others wake up and work hard at it.”

Recommended Read:

“The Secret”
by Ken Blanchard

An excellent and enjoyable story on leadership.



\$19.95 USD on amazon.com
\$27.95 CDN on amazon.ca

Do you have the luck of the Irish?

Do you have the luck of the Irish? Or are you hoping to find a four leaf clover that will bring you good sales luck? Or perhaps you're waiting to kiss the Blarney Stone! After all, as the legend goes "kissing the Blarney Stone will bring the kisser the gift of **persuasive eloquence.**"

Whether the Blarney Stone brings you luck or not, it does remind us of one key element to being truly successful in sales – persuasive eloquence.

Today's customers are more knowledgeable and sophisticated and have very little time to meet with you. In the past it was easy to obtain a one hour meeting to present your products and services, today you're lucky to get 10 minutes of a busy customer's time. With such limited opportunities, you can no longer "show up and throw up" with your sales pitch. In order for you to engage your customers, understand their business needs and provide strategic solutions, your communications skills have to be concise and full of persuasive eloquence.

You can chase rainbows and look for four leaf clovers but being successful in sales is no longer about luck – it's about developing the skills necessary to gain the trust and confidence of your customers and prospects. Doing so will certainly help lead you to that pot of gold at the end of the rainbow.

So, what are you doing to develop your skills and invest in your sales profession? Earning your CSP (Certified Sales Professional) designation demonstrates your commitment to your professional growth and to providing your customers with strategic solutions. Make a commitment today to Work Smart, Sell Smart and communicate effectively and your pot of gold will soon be filled with increased sales and earnings... no clovers needed!

Lisa Leitch

CPSA Professional Selling Program

Earn the education requirements necessary to become a CSP (Certified Sales Professional)

“You did a great job at the ICON Sales & Marketing Club panel and definitely shined the brightest. You were concise, precise, articulate and bang on!”

Steve Whigham, Co CEO - Promotional Elements Inc.

