

FOR IMMEDIATE RELEASE

Contact Gail Kearns,  
To Press and Beyond  
805-898-2263 or email  
gmkea@aol.com

AUTHOR AVAILABLE FOR INTERVIEW

Request a Review Copy

**REDISCOVERING OUR GROOVE ... WHAT WAS REALLY LOST  
WHEN WALL STREET SWEEPED OVER MAIN STREET?**

(Santa Cruz, CA, October 15, 2008) Over the next several months as small- and medium-size businesses crawl out of the foxhole to survey the true damage of our economy and their livelihood; it will clearly not be "sales" as usual.

Everyday, sales professionals open the doors of their shop, or climb in their car for an appointment, get on the telephone or send e-mail or a Tweet, and America will rebuild—one deal at a time. To do this, sales professionals will need to reinvent themselves in the face of the enormous climate of change that has been presented to them.

When Diane Marie Pinkard was writing her new book, *Just Treat Me Like I Matter: the Heart of Sales*, she could have hardly envisioned the economic chaos that would be sweeping over the United States.

As a seasoned and successful business owner, she has learned a lot about the art of selling. A natural born teacher, Diane yearned for the opportunity to engage salespeople in a meaningful conversation about how to transform the nature of their relationships with their customers.

Just as her book is being released in the last quarter of 2008, a tsunami of pessimism and fear has hit Main Street. Among the casualties of this experience, is the sense of trust that Americans had that what was being sold to them was real and fair.

Relationship selling, which is at the core of Ms. Pinkard's book, is that people buy people and they buy best from the people who treat them like they matter. It is hard to imagine a time in which this message would be more right on.

Perhaps no single business professional will feel the impact of the new reality as much as those who make their living in sales. With often-low bases salaries and over the moon commissions for success, how can

sales teams avoid the pitfalls of over-promising and under-delivering – which may be how we got into this mess to begin with. As Diane stresses if all you have got to offer is cheap and/or good prices to your customers, you are going to get gobbled up.

Learning what the 20 attributes of a successful sales person are and how to quiet the mind enough to take it all in, are the lessons of this important new book.

Diane offers a step back and a step forward with a chance to reconsider and an opportunity to re-engage. Customers are going to demand it, sales professionals are going to need it and Diane has come along at just the right time to energize this process with her particular brand of optimism, business savvy and just plain old integrity.

If selling were easy, everyone would be successful.

--30--

Title: Just Treat Me Like I Matter: The Heart of Sales  
Price: \$26.95  
Format: Hardcover  
Pages: 304  
Size: 6 x 9  
ISBN: 978-0-9789030-0-8

Published by Bonny Doon Publishing  
P.O. Box 1382,  
Felton, CA 95018  
[www.heartofsales.com](http://www.heartofsales.com)

Available in through Amazon, BN.com, Baker & Taylor  
and at [www.heartofsales.com](http://www.heartofsales.com)