

Diane Marie Pinkard, author, trainer and sales professional, will support you in becoming a successful, values-based organization with the skills necessary to compete and grow in these challenging economic times.



Diane Marie Pinkard

Diane Marie Pinkard's passion lies in the business of human relations. Her love for teaching, training, and selling ultimately evolved into her own personal study about human dynamics and what makes people tick. She has launched and operated three successful businesses and has earned the reputation of being an accomplished professional in a number of sales arenas, with special expertise in high-tech retail showrooms.

Pinkard earned her California State Teaching Credential and master's degree from California Polytechnic University in San Luis Obispo, California. Her emphasis of study is in psychology and the social sciences.

Diane resides in the rural community of Bonny Doon, California, with her husband, Bob, and their menagerie of pets.

*Bonny Doon Publishing
PO Box 1382
Felton, CA 95018*

*Toll Free: (866) 552-2510
info@heartofsales.com*

The Heart of Sales

The Return to Relationship Selling

Training and Mentoring Services



*"People buy people ...
and they buy best from
people who treat them like
they matter."*

*- Diane Marie Pinkard
Author, Trainer, and Sales Professional*

There is no doubt that companies are taking a hard look at their sales teams.

- ☞ What will it require to reinvigorate sales?*
- ☞ What change in the underlying fundamentals of the relationship between sales and customers will need to take place?*
- ☞ With dollars scarce, what does your company or organization need to do to be the one to get the sale, in a field of aggressive competitors?*

Work with Diane and she will pass on her years of knowledge and successful results. Her wisdom and infectious personality will transform you and your organization into the personal, professional and financial success you will need in 2009!

Here are some of the training programs Diane has to offer:

Power Tools Success Basics

- Getting to Know You!
- Learning Sales from the Heart
- Learning People Skills: Communication, Listening, Good Manners
- Traveling Down the Road of a Salesman
- Discovering Your Personal Empowerment
- Steps for Developing Your Personal Growth
- Steps for Developing Your Professional Growth
- Step-by-Step Formulas for Showroom Sales (if applicable)

Half-Day Seminar (3 Hrs) Basics Plus:

- The Makings of a Customer
- Dealing with Difficult People
- Dealing with Difficult Situations
- When and How to Talk Price
- Collecting Money
- Closing the Sale

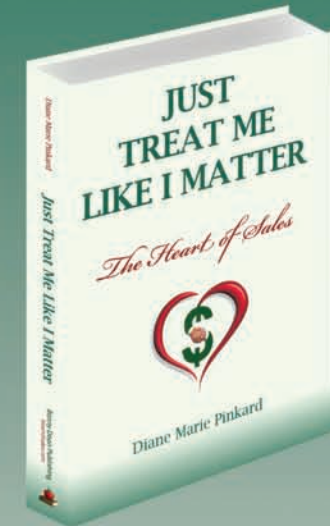
Full-Day Seminar (6 Hrs) Basics and Half Day Plus:

- Advanced Power Tools for Success
- More Tools for Success
- Learning More Sales from the Heart
- What Makes You Exceptional (Heads Above the Rest)
- Learning about Personality Styles
- Analyzing the Games People Play
- The Power of Staying Positive
- Bringing Your Personal Touch to the Internet
- Taking a Look at Your Life's Journey
- Singing Your Unique Song While You Are Here

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*“Success With
Happiness
and Heart”*



How do you take your sales career to the next level? RETURN TO RELATIONSHIP SELLING. **Just Treat Me Like I Matter** is a refreshing and honest look at the secrets to the art of closing a sale. Diane's approach will not only transform your selling, it will transform you!

“I teach the art and science of selling but what lies beneath is the heart and psychology of what selling situations are all about. Diane has written a sincere and helpful tome for those who are ready to take their selling relationships to a much deeper level.”

TOM HOPKINS, author of
How to Master the Art of Selling