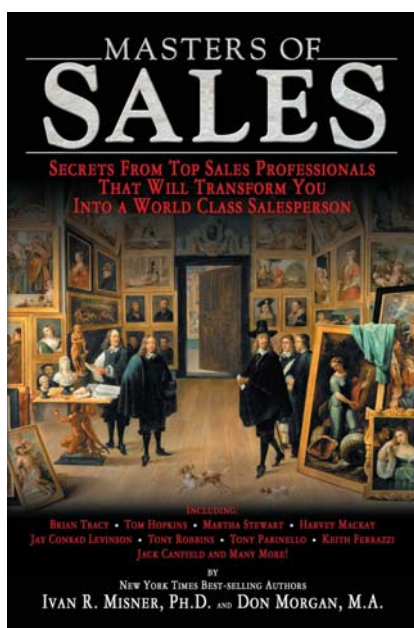


FOR IMMEDIATE RELEASE

From the authors of the *New York Times* Bestseller, *Masters of Networking* and
The Wall Street Journal #1 Bestseller, *Masters of Success*

MASTERS OF SALES

Secrets From Top Sales Professionals That Will Transform You Into A World Class Salesman
Ivan R. Misner, Ph.D. and Don Morgan, M.A.



Sold! The magic word. The Holy Grail. Why does getting to yes come so easily to some and not others? What can be learned about sales success from successful salespeople? This is the magic of *MASTERS OF SALES: Secrets From Top Sales Professionals That Will Transform You Into A World Class Salesman* (Entrepreneur Press; September 2007; \$19.95), the newest title in Entrepreneur's bestselling Masters Series.

In *MASTERS OF SALES*, sales experts from a variety of industries share the personal experiences that took them from novices to successful professionals in lessons that help salespeople truly master the art of sales.

From finding prospects and keeping the pipeline of referrals flowing to the all-important close, sales gurus reveal the secrets that took them from green to gold. Additional chapters from more than 50 sales specialists (including **Harvey Mackay, Zig Ziglar, Martha Stewart, Jack Canfield, Tony Robbins, Jay Conrad Levinson**, and more) cover topics including building client value, technology, communication, attitude, goals, getting clients, handling objections and more. The variety of experiences and paths to the

top is sure to appeal to the widest variety of salespeople, at virtually all career levels. Each chapter examines a different aspect of the sales process, and many of the contributing features include "how-to" sections that transcend industry or geographic area, which readers from every sales sector can apply to both career and daily life.

MASTERS OF SALES reveals:

- The eleven questions to ask from Harvey McKay;
- How to go back to the basics with *Selling 101* from Zig Ziglar;
- The importance of goal setting and how it will create a compelling future from Tony Robbins;
- The secrets on the psychology of selling from Brian Tracy;
- and Anthony Parinello's advice on selling to CEOs and much, much more.

- More -

About Ivan R. Misner, Ph.D.

Dr. Ivan Misner is the Founder & Chairman of BNI, the world's largest business networking organization. BNI was founded in 1985. The organization now has thousands of chapters throughout every populated continent of the world. Each year, BNI generates millions of referrals resulting in billions of dollars worth of business for its members.

Dr. Misner's Ph.D. is from the University of Southern California. He has written nine books, including his *New York Times* bestsellers, *Masters of Networking* and *Truth or Delusion? Busting Networking's Biggest Myths*. He is a monthly columnist for Entrepreneur.com and is chairman of the board for the Referral Institute--a referral training company with trainers around the world. He has taught business and social capital courses at several universities and sits on the board of directors for the Colorado School of Professional Psychology.

Called the "Father of Modern Networking" by many organizations and the "Networking Guru" by *Entrepreneur* magazine, Dr. Misner is considered one of the world's leading experts on business networking and has been a keynote speaker for major corporations and associations throughout the world. He has been featured in the *L.A. Times*, *Wall Street Journal*, and *The New York Times*, as well as on numerous TV and radio shows.

Dr. Misner is on the board of directors for the Haynes Children Center. He is the founder of the BNI-Misner Charitable Foundation and was recently named "Humanitarian of the Year" by the *Daily Bulletin*. He is married and lives with his wife Elisabeth and their three children in Claremont, CA. In his spare time, he is also an amateur magician and a black belt in karate.

About Don Morgan, M.A.

Don Morgan, M.A., is the founding national director of BNI Canada and executive director of BNI Chicago. In his thirty-year career as an organizational consultant, psychotherapist, educator, and entrepreneur, he has focused on using communication tools to help people and organizations achieve their goals.

With a master's degree in community mental health, Morgan has provided direction for many new businesses in the health care, retail, and service industries. He has received honorary recognition, from the Ontario Ministry of Health for community mental health services.

He has taught at the University of Western Ontario and other colleges. A talented speaker, Morgan turns his unique analytic perspective and humor into thought-provoking motivational presentations. For the past fifteen years, Morgan and his partner, Olympic skier Nancy Holland, have worked to develop word-of-mouth marketing strategies for their BNI clients. They live in Toronto, where they are both passionate about skiing and sailing.

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