

FOR IMMEDIATE RELEASE

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From David Mattson, CEO of Sandler Training – America’s leader in corporate training and development and Tony Parinello, founder of VITO™ Selling, Inc. and trainer of over 2,000,000 sales professionals.

Five Minutes With VITO

Making the Most of Your Selling Time with the Very Important Top Officer

“Wow! Here is a great book that shows you how to make more and bigger sales – at a higher level than you may have thought possible.”

– Brian Tracy, Author of “The Psychology of Selling”

Perilous job market yields opportunity for the determined

Los Angeles, CA, October 1-- As businesses go belly-up or look for new ways to cut expenses, workers of every collar are running for cover. Mounting economic pressures are combining with pay cuts, reduced hours and layoffs to create a perfect storm of financial woe for employees of companies across the nation. But if a solid salary and job security are what you’re after, there is one profession that you might want to take a second glance at.

Sales.

Even during these tight economic times, this age old profession still shells out big bucks to people who have the talent, skill and savvy to close deals. Why? It’s a simple matter of business priorities. As any business owner will tell you, if no one buys what you’re selling, the business doesn’t make money. And if the business doesn’t make money, the owner or CEO and shareholders don’t make money.

More than a first among equals, sales is arguably the one function that is absolutely central to a business’s ability to survive (let alone thrive) in any economy. This means that your company is probably more likely to fire its entire accounting staff than downsize its sales team. After all, if the company isn’t selling anything, the accounting team is going to be a lot less necessary.

If job security isn’t enough to make you consider becoming a sales professional, maybe the chance to earn \$100,000 plus a year will. Top-notch sales reps can bank three times that much in a year. But don’t expect this money to come easy. More so than any other job, the salaries of sales professionals are largely (sometimes entirely) performance driven. No sales, no paycheck. It is this mixed blessing of unlimited earnings potential, combined with the continuous demand to perform, that is the key to making it in sales.

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Think you have what it takes? Before you run out and grab yourself the first commission-based sales job you can find, grab a guidebook for the journey. *Five Minutes With VITO* – a collaboration between the leading corporate training company in the U.S. and a sales trainer who has personally trained over two million sales professionals – is a great place to start. This book gives you a master's degree worth of know-how on turning a sales job into a high-revenue, exciting and dynamic career – and you're going to need every tip, strategy and tactic you can get your hands on if you're going to make it in sales.

Like any profession, most successful sales people rely on a combination of talent, skill, experience and determination to excel at what they do. While sales and the art of selling come naturally to some, even the most successful sales professionals often utilize training materials and hands-on experience – sometimes over the course of several years – to achieve their full potential. But for those who do, employment is rarely hard to come by.

So if you're looking for six-figure income, shelve that copy of *What Color is Your Parachute*, pick up a copy of *Five Minutes with VITO* and get ready for some breaking news – sales is your VIP ticket to the world of the wealthy.

About the Authors

Together, the authors, David Mattson and Anthony Parinello, combine 80 years of sales know-how, 1,200 hours of audio and video programs, 5,000 pages of training materials, and direct experience in training over 15 million salespeople into one concise book.

David Mattson

David Mattson is the CEO and a partner at Sandler Training. Since 1986, he has been a trainer and business consultant in management, sales, interpersonal communication, corporate team building and strategic planning throughout the U.S. and Europe. His domestic and international clients include top name organizations in many different industries. *Five Minutes With VITO* is the definitive guide for salespeople who want to start selling where they belong – at the top.

For more information, visit www.Sandler.com

Anthony Parinello

With over 30 years of sales experience and founder of VITO Selling, Tony Parinello has personally trained more than two million salespeople, as well as the majority of the Fortune 1000 companies. He is the bestselling author of *Selling to VITO, the Very Important Top Officer*, a book that became a classic shortly after its launch thirteen years ago, and he reaches salespeople around the world as the host of a weekly internet radio program devoted to sales and the art of selling. A prolific author, Tony has written seven successful sales books including his Wall Street Journal best-seller *Think and Sell Like a CEO*.

For more information, visit www.VITOselling.com

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