

“Many books have sales techniques. Kelly has sales realities. This book is a game changer for anyone involved in sales.” — **Kathy Ireland**, CEO and Chief Designer, Kathy Ireland Worldwide

THE SALES MODEL HAS CHANGED: OUT WITH THE OLD, IN WITH **YOU!**

The pushy, price-based sales model of old is dead. Authenticity and relational selling grab a buyer’s attention these days. Yet too many entrepreneurs, sales professionals, and companies are struggling to catch up with the new paradigm. Some are stuck in the old rut. Others find the mere thought of “selling” makes them cringe! Whatever the reason, it’s time to use a fresh approach to how we think and talk about sales.

OutSell Yourself® takes your sales conversation to an exciting new level. Kelly McCormick shows you how to *Go from Hello to Sold™* with clear-cut, career-revitalizing changes to how you think about selling. Her approach to personalizing the sales process will improve your skills and boost your confidence. Regardless of the economy, now you can connect with customers like never before, keep it real, and increase your sales.

You’ll discover how to:

- Stay on the high ground and take the sleaze out of selling
- Personalize your conversation within seconds
- Use a gender-specific sales approach with women and with men
- Discuss your prices and fees without feeling nauseated
- Put together bang-on quotes and proposals
- Stand back as customers, clients, and companies ask to buy your products or services

Kelly McCormick has owned three successful businesses—the first by age 21. To get where she is today, Kelly reinvented business and sales models that sorely needed to change. In the process she also created a wave of enthusiasm around her methods. For almost two decades, as a professional speaker, coach, and consultant, Kelly has shared her knowledge with entrepreneurs, companies, corporations, and others in all phases of business development. As a respected voice on how to OutSell Yourself, Kelly also writes articles for magazines and industry trade publications.

www.OutSellYourself.com



Cover Design: Kathi Dunn, www.Dunn-Design.com
Photos: Maria Laxamana, www.marialaxamana.com

BUSINESS | SALES & MARKETING

ISBN 978-0-9844637-0-1

\$21.95



9 780984 463701



5 2 1 9 5