

*Mr. Morita, the founder of Sony, once told me that 'customer' connotes a relationship built on trust over a long period of time. Kelly shows us the way to grow a customer base for the future. Take advantage of her wisdom. — Frank Maguire, Co-founder of FedEx*

# OutSell Yourself<sup>®</sup>



GO FROM **HELLO** TO  
**SOLD** WITH ETHICAL  
BUSINESS AND  
SALES TECHNIQUES!

Kelly McCormick