



Contact: Kelly McCormick  
Phone: 310-492-5178  
E-mail: info@outsellyourself.com

FOR IMMEDIATE RELEASE

### Buyers' Call the Shots in This Economy

Malibu, CA - Sellers' need to get real with buyers or they will lose out. In her new book, OutSell Yourself® - Go from Hello to Sold with Ethical Business and Sales Techniques!, business expert Kelly McCormick, from The McCormick Team Inc., states that "The pushy, price-based sales model of old is dead." McCormick says that, "authenticity and relational selling grab a buyer's attention these days. But too many entrepreneurs, sales professionals, and companies are struggling to catch up with the new paradigm." According to McCormick, "There are a lot of people stuck in the old rut. Others find the mere thought of "selling" makes them cringe!" Whatever the reason, McCormick states that, "it's time to use a fresh approach to how we think and talk about sales."

Written for entrepreneurs and sellers, OutSell Yourself shows professionals how to stay on the high ground and take the sleaze out of selling. McCormick uses examples and techniques from her own experience and the experiences of her students and clients. She lifts the sales curtain and gives candid behind the scene peaks of real life 'learning opportunities'. Not all of the stories are flattering, but she softens the ego blows with humor.

Flipping through the book, you quickly discover that the OutSell Yourself sales model is built on a foundation of clarity. It covers everything from how to quickly define and attract your ideal client and personalize your conversation, to how to work with your buyer to jointly determine what's best for them. There are also techniques to discuss your prices without throwing up. Should you encounter any buying concerns, there are ethical responses for those and methods to avoid doing what McCormick refers to as stocker style follow-ups.

From her on-line sales column, Gender Bender, for the former Sales and Marketing Management magazine, McCormick shares pertinent information on the differences in what men and women look for in companies, sellers, products and services. She even provides the exact language to use to have gender specific sales and decision making conversations. Regardless of the economy, OutSell Yourself gives a road map to connect with customers, keep it real, and increase sales.

OutSell Yourself® - Go from Hello to Sold with Ethical Business and Sales Techniques, ISBN 978-0-9844637-0-1, is available at Amazon.com or contact us at 310-492-5178.

**About Kelly** - Kelly McCormick has owned three successful businesses—the first by age 21. For almost two decades, as a professional speaker, coach, and consultant, Kelly has shared her knowledge with entrepreneurs, companies, corporations, and others. She is a Past President of the Canadian Association of Professional Speakers, the Toronto Chapter, and a member of the National Speakers Association. [www.OutSellYourself.com](http://www.OutSellYourself.com) & [www.twitter.com/OutSellYourself](http://www.twitter.com/OutSellYourself)

# # #

**OutSell Yourself** - A Division of The McCormick Team Inc. 30765 Pacific Coast Highway, Suite 358, Malibu, CA 90265  
[www.OutSellYourself.com](http://www.OutSellYourself.com) | [info@OutSellYourself.com](mailto:info@OutSellYourself.com) | 1.800.889.9637 or 310.492.5178