



What is the theme of *Secrets of a Top Salesperson – How Emotions Make or Break the Sale*?

*Secrets of a Top Salesperson* is *Eat, Pray, Love* meets *The Art of the Deal*. *Eat, Pray, Love* because *Secrets* is about a person's transformation told with raw honesty, good humor and a spiritual slant. *Donald Trump's The Art of the Deal* because of the solid hard-core business rules interspersed throughout the impactful stories. So you have an enjoyable fun read while you learn about success.

What is *Secrets of a Top Salesperson* about?

*Secrets of a Top Salesperson* gives the reader a front row seat at the negotiating table with cliff-hanging stories unraveling like a suspenseful mystery novel. At the same time *Secrets* is a true life story about a young woman who finds success by following the eight essential virtues of business and doing her best to avoid the eight potential vices. Ironically, the author, who is proud of her largely Sicilian descent with a bit of Black Irish and American Indian thrown in for good measure, finds managing her emotions to be her biggest challenge. This difficulty makes *Secrets of a Top Salesperson* an entertaining as well as an educational experience.

How is *Secrets of a Top Salesperson* different from all the other sales books out there?

*Secrets* is not the typical left brain business book filled with scripted techniques, systematic business plans and ramped-up unrealistic positive thinking models. Most business books do not deal with emotions, but *Secrets* deals with emotions head-on. There is no soft pedaling when describing the many challenging situations.

Who is your target audience?

Barbara Corcoran, NBC's Today Show Current Real Estate Guru and Best Selling Author of *Use What You've Got/If You Don't Have Big Breasts, Put Ribbons on Your Pigtails* says, "*Secrets of a Top Salesperson* is a powerhouse of ideas for entrepreneurs and anyone who has been hit by the mortgage/ real estate crisis. It gives you a systematic and creative roadway to help you get your life back on track." Ray Brown, Best Selling Author, 15 Year Radio Talk Show Host for KNBR and 30 Year Prominent Real Estate Broker recommends *Secrets of a Top Salesperson - How Emotions Make or Break the Sale* to all real estate professionals.

Why is *Secrets* newsworthy?

In this current economic climate people are freaked out. They thought their life was going in a certain direction and suddenly, wham, they got hit. They are feeling their negative emotions in a big way. *Secrets* will help them laugh at their situations; give them the hope they sorely need and a systematic, creative, fun way to get their life back on track.