



SELL THE FEELING

***THE 6-STEP SYSTEM THAT DRIVES
PEOPLE TO DO BUSINESS WITH YOU***

By Larry Pinci & Phil Glosserman

In every business, people decide what to buy and whom to do business with based on feelings. That's the core message of the new book ***SELL THE FEELING: The 6-Step System that Drives People to Do Business with You***, by **Larry Pinci and Phil Glosserman**. ***SELL THE FEELING*** is the first book of its kind that deals with selling and business development from an emotional perspective.

The authors say that in every selling conversation, the buyer's feelings about the product or service AND the person offering it are the key determinates to making the sale. Professionals who consistently excel in bringing in business are the ones who know how to evoke the feelings that drive people to do business. We call them "natural-born salespeople." On the other hand, professionals who focus solely on product knowledge, technical expertise, or pricing frequently lose business to those who know how to motivate buyers on an emotional level.

Pinci and Glosserman, who are seasoned business and sales trainers and coaches, have distilled key techniques for orchestrating a positive emotional experience with potential clients and customers into a simple, effective six-step system that can be used by professionals in any industry. By using their system, the authors claim that even those who dislike selling can develop the skills and ease of so-called "natural-born salespeople." ***SELL THE FEELING*** shows readers how to:

- Evoke the three essential feelings that motivate people to do business
- Master their own "inner game" of selling, even if they find selling distasteful
- Create trust instantly and make selling a *positive* experience
- Stand out from their competitors by forging an emotional connection with their buyers

Over the past seven years, the authors have been hired to train sales forces in leading corporations in a variety of industries, including financial services, commercial and residential real estate and mortgage, high-tech, and vacation property sales. They report that participants in their corporate sales trainings who use the six-step system typically increase their sales between 22% and 250% within the first year after the training. After seven years of corporate sales training, they have decided to unveil their system to the public through their book.

SELL THE FEELING: The 6-Step System that Drives People to Do Business with You was published by Morgan James Publishing in January of 2008.

-more-

ABOUT THE AUTHORS -- LARRY PINCI AND PHIL GLOSSERMAN

Larry Pinci and Phil Glosserman are top business and sales trainers and coaches who work with senior executives, business owners, and sales teams throughout North America. They have a passion for helping others succeed and have earned a solid reputation for catalyzing companies and individuals to develop significant sales and business growth.

Larry and Phil's *Sell the Feeling* sales training programs have been called 'the most eye-opening and effective' business seminars on the market today. Within in 12 months of attending these seminars, participants have seen their sales results improve up to 250%. After six years of teaching their system to corporate clients, Larry and Phil have decided to share it with the public in their new book, *SELL THE FEELING: The 6-Step System that Drives People to Do Business with You*.

Larry Pinci is originally from Melbourne, Australia, and has been honing his unique brand of training and coaching for over 20 years. Certified as a Master Coach and Trainer of both NLP (Neuro Linguistic Programming) and Clinical Hypnotherapy, he is an accomplished mediator and a dynamic professional speaker. Larry, his wife, and three children live in Los Angeles, California.



Larry Pinci (l.) & Phil Glosserman

Phil Glosserman has nearly a decade of experience as a business and sales performance coach. Before becoming a coach, he spent 14 years as a senior manager in the software industry and 10 years as a professional drummer. Phil is a certified Master Practitioner of NLP and a graduate of Corporate Coach University, International. He lives in Los Angeles with his wife and two children.

SELL THE FEELING: The 6-Step System that Drives People to Do Business with You

By: Larry Pinci & Phil Glosserman
Pub. Date: January 8, 2008
Publisher: Morgan James

ISBN: 1600372791 / 978-1600372797
Price: \$16.95 (paperback)

To Schedule an interview with Larry Pinci and/ or Phil Glosserman, please contact Jared Sharpe of Planned TV Arts at 570-547-6336 or sharpej@plannedtvarts.com