

Praise for

How to Say It To Sell It: Keywords, Phrases, and Strategies to Build Relationships, Boost Revenue, and Beat the Competition

By Sue Hershkowitz-Coore

"This book is BOTH *what you say* AND *how you say it* -- buy it and study the strategies-- your customers will love you, and your competition will hate you."
Jeffrey Gitomer, sales maven and author of *The Little Red Book of Selling*

"I've spent my life in sales, and I can tell you, everyone can learn something new from Sue. Practical, useful, and adaptable advice -- a must-read for anyone who values communication with customers."

Harvey MackKay, nationally syndicated columnist and author of the *New York Times* #1 bestseller *Swim with the Sharks without Being Eaten Alive*

"Sue Hershkowitz-Coore is the master teacher of high impact communication techniques." But don't be misled. This isn't a book just for sales professionals and those that aspire to be. This is a success guide for everyone who realizes that building rapport and persuasive communication are the keys to satisfying careers no matter what the field of specialization. As a strategist, my best advice is to buy it, learn it, implement it... before your competition does and you're left with no advantages other than your looks and dumb luck!

David Rich

Senior Vice President, Strategic Marketing/Worldwide

George P. Johnson Experience Marketing

"Sue's uplifting positive energy and easy, practical advice shine through on every page. She marries sound selling strategy with foolproof tactics, so you

really can't go wrong. It's like having your own sales coach. Put Sue's principles into practice and you'll feel better about yourself—and you'll do better, too.

Raymond Stevens, Director, Staples University, Staples, Inc.

"This practical little book covers it all: important communication, telephone, writing and presentation skills for sales success! You'll build stronger relationships when you apply the keywords and strategies Sue provides.

Scott Russell, Vice President, International Sales Office; The Ritz-Carlton Hotel Company

"A wonderful and practical reference tool to keep in your back pocket. Sue Hershkowitz-Coore has filled every page with nuts and bolts advice. You need this book!"

Louis Beck, Chairman of the Board of U.S. Bancorp of Ohio/CEO and Chairman/CEO of Janus Hotels and Resorts

"Sue Hershkowitz-Coore is the "Queen of Communication," but now she has outdone herself. As a salesperson you will no longer have to worry about what to say or write. Sue supplies you with the perfect words or phrases for every situation: even the ones you'd rather avoid. I've been in sales for 35 years and I have profited from this book. You will too."

-- Warren Greshes, author of *The Best Damn Sales Book Ever: 16 Rock-Solid Rules for Achieving Sales Success*.

"A great read for anyone who wants to improve their sales. This insightful book gives sales managers practical information that they can use immediately. These common sense ideas are easy to understand and will make you a better sales person. "

--Fred Shea, Vice President Sales, Hyatt Hotels Corporation

"How to Say It to Sell It is filled with hundreds of specific, real-world selling tips to help you talk, write and present a sales messages that wins the business. Turn to any page and learn something valuable."

-- Howard Putnam, Former CEO Southwest Airlines author of *The Winds of Turbulence*

"Words truly matter ... How to Say It to Sell It clearly shows you how to boost sales, close deals, increase revenue and guarantee success by choosing the right words and delivering them in a way that makes the difference. It's brilliantly simple, extremely practical and delightfully written ... essential reading for sales winners!"

-- Roger Dow, President & CEO, Travel Industry Association, Former Marriott SVP Global Sales

"Words and how you use them are powerful tools for the successful salesperson. How to Say It to Sell It is packed with nuggets that will help you communicate better to make more sales. Your competitors might use the right words but this book will show you how to use the best words."

-- Mark Sanborn, author of The Fred Factor and You Don't Need a Title to be a Leader

"THE critical guide to improving your persuasive selling language that needs to be in every sales professional's back pocket. Applying these ideas WILL increase your selling success!"

-- Jim Pancero, author of You Can Always Sell More - How to Improve Any Sales Force

"Sue Hershkowitz-Coore's new book is packed with pragmatic ways to sell your ideas, products and anything else that matters. Instead of wasting your valuable time on platitudes or abstract theories, she provides real-life suggestions you'll be able to use immediately. Read it and reap."

-- Sam Horn, 15 time Emcee of the Maui Writers Conference and author of POP! Stand Out in Any Crowd

"In today's fast paced business environment you don't have the luxury of

time to re-make a first impression. "How To Say It To Sell It" offers countless practical and helpful hints.....written in a fun, entertaining style.....a MUST read for anyone looking to win business and enhance relationships."

--Richard B. Green, Vice President, Association Business Development and Strategic Partnerships, Marriott International

"Sales process tells salespeople what to do and Sue's book tells how to do it!"
Brian J. Dietmeyer, President, CEO, Think! Inc.