



Building Sales Warriors

by Paul Clark

PRESS RELEASE

Step-by-step guide to mastering the art of negotiation and persuasion, and improving your career, by unleashing your inner sales warrior.

Sales people are built, not born.

When Paul Clark began his career in sales fifteen years ago he did not know the first thing about navigating the journey from lead to deal. Over time, he has developed a clear and effective system that not only helps him secure clients in his professional life, but persuade and negotiate in all other aspects—even if it is just simply convincing a friend to come out on the weekend. In **Building Sales Warriors**, Clark shares his trusted methods that will turn any novice seller into a true professional.

In a step-by-step process, starting from the development of the proper mindset before the work even begins, to setting up appointments the correct way, through to closing the deal and managing the relationship after it is all over, Clark reveals his secrets to making a killer sale, teaching anyone to unlock their natural negotiation skills. Easy to follow, but difficult to master, the roadmap to success created by Clark has been tweaked and refined over his successful career selling to consumers and businesses all over the world.

Building Sales Warriors by Paul Clark is the go-to guide on improving your sales techniques from the beginning of the process to the end. Ruthless and honest in its approach, it will give students, new professionals and experienced sellers valuable new tools to provide better opportunities in their careers and set them up for success in their everyday life.

About the author: Paul Clark is the managing director of Paul Clark Sales Consulting Limited, a full-service sales agency near Bath, UK. In his over fifteen years of experience working with businesses all over the world he has developed a passion that has put him at the forefront of his industry. This is his first book. **Building Sales Warriors** by Paul Clark (published by Clink Street Publishing September 12th, 2017 in paperback and ebook RRP \$9.99 paperback, \$4.99 ebook) will be available to purchase from online retailers including Amazon and to order from all good bookstores.

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