



**Sales Effectiveness**  
INCORPORATED

## The Sales Effectiveness Podcast

Carlos Quintero



### **The Sales Effectiveness Podcast - January 2010**

Greetings for 2010!

We trust that 2010 has begun for you with plenty of activity.

Certainly, while market conditions in selected industries remain at a slower pace, other industries appeared to be gaining strength as 2009 wrapped up.

We wish you the best for 2010. Let us know how we can help you.

This month, we have posted two podcasts that you should find interesting.

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Marty Mercer



### **The Power of Openings and Closings to ENGAGE Your Audience!**

Persuasive presentations are an integral part of a successful salesperson.

And paying attention to the Opening and Closing can make a HUGE difference.

In this podcast, host Carlos Quintero and master presenter Marty Mercer outline tips on how to get your audience to sit up and notice you through effective openings and closings.

To listen or download this podcast, turn on your volume and go [here](#)

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### **Building a Sales Excellence Initiative**

“Sales Excellence” can mean different things to many people. Recently we have been working with organizations who have gotten serious about the theme of “Sales

Excellence.”

Host Nancy Sutherland interviews Carlos Quintero on what Sales Excellence initiatives are and the initial steps you should follow to get an initiative started in your organization.

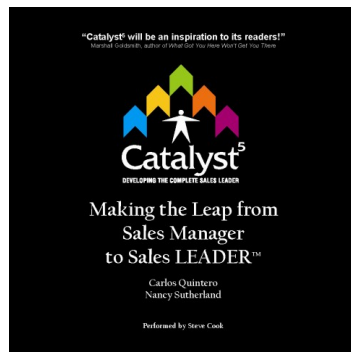
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## Catalyst5 on CD!

**CATALYST5 - Making the Leap from Sales Manager to Sales Leader**, a powerful book on Sales Leadership, is now available in CD format!

Click [here](#) to listen to the first chapter FREE!



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[www.saleseffectiveness.com](http://www.saleseffectiveness.com) 770-552-6612

This message was sent from Carlos Quintero to [marty@saleseffectiveness.com](mailto:marty@saleseffectiveness.com). It was sent from: Sales Effectiveness, Inc., , , . You can modify/update your subscription via the link below.

