

Business Owners Have a New Tool to Help Reverse the Effects of the Recession

San Diego, CA, July 14, 2009 -- An important new book, *Bulletproof Your Sales Team – the 5 Strategies Guaranteed to Turbo-Boost Your Sales Team’s Results*, by Ian Segail, has been released to help businesses owners worldwide reverse the effects of the recession by clearly explaining how to build a winning sales team through effective sales leadership. It is widely recognized that sales are the driving force of any business, and without an effective sales team, businesses tend to be subject to the extreme cycles of the economy and market fluctuations, and experience stressful fluctuations in cash flow, which puts the business at risk.

Bulletproof Your Sales Team – the 5 Strategies Guaranteed to Turbo-Boost Your Sales Team’s Results, by Ian Segail, expert Sales Performance Coach has been published for business owners of all sizes to help them inoculate themselves from the effects of the global economic downturn. According to Mr. Segail, “Many businesses are caught in a “catch-22” - sales are down, so revenues are down, which means cash is very tight. Bringing in a Sales Performance Coach is just what is needed to turn things around, but sometimes the cash just isn’t available for this type of consulting service.” However, if expenditures are restricted by a lack of cashflow, then business owners until now have had few options and are caught in a “catch-22”.

Mr. Segail continues “...this new book offers readers all of the top strategies to build an incredibly effective sales team. Now that the information is available in book format, the investment is just a nominal cost, compare to traditional Sales Coaching services. My intention was for this book to be an affordable tool that business owners can use to negate and reverse the effects of the recession.”

The author relied on information gleaned from hundred of sales coaching and sales leadership consultations in which actual sales improvements were experienced as a result. “Most Sales Manager unfortunately just manage, instead of lead. Businesses who want to succeed in these lean economic times have to display a high level of sales leadership, and sales leadership is not a skill people are born with - it must be learned. Quite frankly, developing sales leaders instead of merely sales managers is what has to take place within organizations that want to survive the next few years, where sales become tougher and tougher”, continued Mr. Segail.

Bulletproof Your Sales Team – the 5 Strategies Guaranteed to Turbo-Boost Your Sales Team’s Results, by Ian Segail has been self-published and is available on both Amazon.com or through the website of McKenzie Consulting, found on the web at www.mckpeople.com.au.

About Ian Segail: Mr. Segail has been involved in the development and training of salespeople for over two decades after spending years developing his sales skills to a very high degree. He is recognized as one of the leading Sales Performance Coaches in Australia and worldwide, and is the General Manager of Learning & Development at McKenzie Consulting, one of Australia’s leading business consulting companies for over 25 years.