

# PRESS RELEASE: *THE SALES MENTOR*

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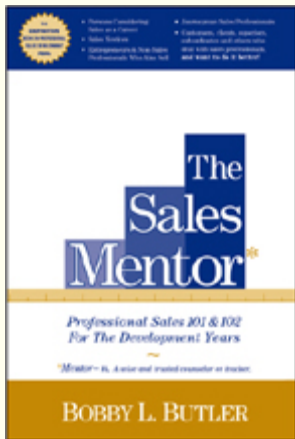
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For Immediate Release

## PROFESSIONAL SALES DEVELOPMENT IS NOW AVAILABLE IN ONE DEFINITIVE SOURCE



THE SALES MENTOR: PROFESSIONAL SALES 101 & 102 FOR THE DEVELOPMENT YEARS, by Bobby L. Butler; ISBN 1-4120-0075-0; \$36.50 US/\$52.89 CDN; paperback; 387 pages

BUSINESS;  
PROFESSIONAL  
AND  
TECHNICAL

Teaches how sales professionals think and the methods they utilize to succeed. Chock-full of insight that only the most well informed and well intended counselor can provide.

Details at

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*The Sales Mentor* serves the largely underserved training and development needs of salespeople during their development years. More than just another book about sales or selling, it teaches readers how sales professionals think and the methods they use to succeed. It is chock-full of insight that only the most well informed and well intended counselor can provide. *The Sales Mentor* is “soup-to-nuts” professional sales 101 and 102 drawing from the author’s more than 20 years of successful sales, sales management, executive management and entrepreneurial experience.

*The Sales Mentor* is applicable to all sales disciplines. Anyone interested in either building or honing their professional sales skills will gain mentoring support. Learning from the author's experience and wisdom, readers will quickly come to fully appreciate 1) what it takes to become a sales professional, 2) how and why one must prepare and execute to achieve premier success in the profession, and 3) what it ultimately means to themselves—as well as their clients and organizations—to become a consummate sales professional.

Published by Trafford Publishing, *The Sales Mentor* is available in paperback (387 pages, ISBN 1-4120-0075-0, retail US \$36.50 or CDN \$52.89) from the publisher at [www.trafford.com/robots/03-0438.html](http://www.trafford.com/robots/03-0438.html) or 1-888-232-4444 (Canada & US), Amazon.com, Borders.com, Barnes&Noble.com, and in bulk from the company's website at [http://www.salesmentoringolutions.com/v2/elements/files/order\\_form.pdf](http://www.salesmentoringolutions.com/v2/elements/files/order_form.pdf). Volume discounts apply.

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Bobby L. Butler is the President and Founder of **Sales Mentoring Solutions**<sup>TM</sup>, LLC, a firm that provides consulting, diagnostics, training, coaching and mentoring, and online automation solutions in support of the functions most critical to driving revenue generation and business growth.

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