

# be The **Red Jacket** in a sea of gray suits

To win more sales means you must stand out in the overcrowded, highly competitive global marketplace. You need to be the first one noticed so those potential customers are running up to you first, seeking you out, and shoving your competitors to the side. Mixing a practical and direct approach with personal stories and observations, Leanne Hoagland-Smith paints a simple while vivid picture of how sales people can literally be the Red Jacket in a sea of gray suits. In this brilliant new book she hands you the keys that unlock doors that lead to increased sales, loyal customers, and a more fulfilled sales career.

You don't have to be "in sales" to appreciate this book – its core principles apply across every personal and business application.

- **Deborah Anthony**, publisher NBIZ Magazine

An ideal book for both beginner and advanced sales & marketing professionals. You can open to almost any page and find an instant nugget to feed your brain the kind of mental food that brings more sales in the door by afternoon.

- **Christopher Knight**, CEO *WzineArticles.com*

Be the Red Jacket in a sea of gray suits is a must read for all sales professionals that want to transform themselves to be best of the best.

- **George Richardson**, Chairman Profectus Services

Outstanding! One of the best sales books I've read in years.

- **Jeb Blount**, Author of *Power Principles* and *Sales Guy's 7 Rules For Outselling The Recession*

Leanne Hoagland-Smith is Founder and Chief Results Officer of ADVANCED SYSTEMS, an international human capital performance firm that focuses on sustainable results using positive return on investment solutions. She partners with her clients to identify current and usually repetitive challenges. Leanne works with them to achieve sustainable results using simple strategies to complement the organizations' current strengths.

[www.salesgravypress.com](http://www.salesgravypress.com)

**Sales Gravy**  
P R E S S

**\$17.95**



be The **Red Jacket** in a sea of gray suits

Leanne Hoagland-Smith

SG

**The Keys To  
Unlocking Sales Success**

# be The **Red Jacket** in a sea of gray suits



**Leanne Hoagland-Smith**

Foreword by *Evan Carmichael*