

For Immediate Release
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The \$ales Diva

It's time to change that Sales Bra!



Edmonton, AB - Are you working really hard but still not reaching the goals you've set out for yourself?

"That's probably because your Sales Bra doesn't fit anymore", says Kim Duke, National Award Winning saleswoman, Head Training Queen of The Sales Diva and the author of *Tickled Pink - The Secrets of Attracting Delightful Customers*. "Using the wrong sales techniques is much like wearing a bra that doesn't fit - it gets outdated, worn out and stretched out, so you find yourself working hard but your bank account ends up bulging out in the entire wrong place - with too much red and not enough black." If you need to make more money, grow your client base, sell more or just have more fun selling, Duke can help. It's true - sometimes you feel selling is about as much fun as wearing a bra for 12-hours that has a metal wire poking out of it (isn't THAT a joy?).

So what happens? You work long hours; spend tons of time spinning your wheels doing things you're not sure are working and feel extremely tired. "If you think that to be successful in sales you have to grind down your nails, go without exercise, not spend time with family and friends, never take holidays and basically suffer for success, you're wrong," Duke says. "That is your belief system and it has nothing to do with reality." But that reality can change this spring, as Duke offers a new one-day sales training program that focuses on topics not covered in her High Speed Sales Stiletto Camp. This is a perfect opportunity for you to sample the Sales Diva for the first time and become one of Duke's fabulous, loyal customers who are ready to have even more of The Sales Diva experience! This will be the push up for your sales this spring that you've been waiting for!

You can also catch Duke's business-changing presentation on International Women's Day, ((March 8) at the Canadian Women in Communications Key Communicators Luncheon. She will also be on the sales panel for this year's Office Depot Success Strategies for Businesswomen Conference - one of the nation's most prominent events for women business owners and corporate female professionals held in Chicago on March 20. With 15 years experience in sales and management at two of Canada's largest national television networks, Kim Duke is a successful entrepreneur who has a history of providing savvy, sassy sales training for businesses of all sizes.

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