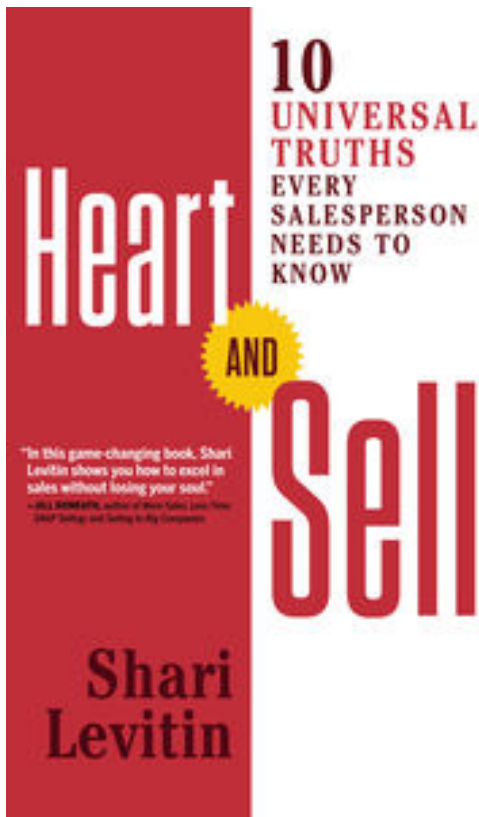


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Today's buyers are overloaded - overwhelmed by too much information and suffering from decision fatigue. Across industries, customers are delaying purchasing decisions or even choosing to stick with the status quo so they can avoid the dreaded "sales process."

In response, many sales professionals are overcompensating with behaviors that are either too accommodating or that create high pressure - and alienating potential buyers in the process.

How can you reconcile your need to meet sales targets with the customer's desire for a heartfelt, authentic sales approach?

Author Shari Levitin, creator of the Third-Level Selling system, offers a dynamic framework for effective selling in the

Digital Age. Unlike other sales books that focus on abstract tips or techniques, *Heart and Sell* offers a science based real-world approach that will help you dramatically increase your sales—regardless of your level or industry.

- Discover the 7 Key Motivators that influence every decision your customer will make.
- Learn to align your sales process with how people buy—instead of fighting against it.
- Harness the power of the Linking Formula to create true urgency.
- Master the 10 Universal Truths so you can beat your sales quota without losing your soul.
- Understand the 6 Core Objections and how you can neutralize them.

In a market where the right approach is key, *Heart and Sell* shows you how to blend the new science of selling with the heart of human connection to reach more prospects and consistently close more deals.

"By blending a wealth of intriguing stories, memorable quotes, and actionable ideas, Levitin's book aims for and hits the heart of the career sales professional. This must-read book shows you how to break the barriers that your prospects have erected and forge a long-term relationship based on respect, trust, and mutual value. Don't just read *Heart and Sell*—devour it!"

—Eric Chester, acclaimed workforce development expert and best-selling author of *On Fire At Work*

"The Millennial generation, larger than Baby Boomers and three times the size of Generation X, are leading the charge against old school, high-pressured sales tactics. Heart and Sell couldn't have come at a better time. Shari Levitin masterfully blends the new science of selling with honesty, authenticity, and human connection. Want to increase sales and enhance your culture? Immerse

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Shari Levitin is recognized as a global expert in sales training and corporate sales strategies in over 48 countries and in seven languages. In 1990, she joined Marriott's Vacation Ownership division as a new, untrained salesperson. One year later, Levitin was named the top salesperson at her site and soon thereafter the top salesperson companywide. She is currently an adjunct professor at the University of Utah David Eccles School of Business teaching the first

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