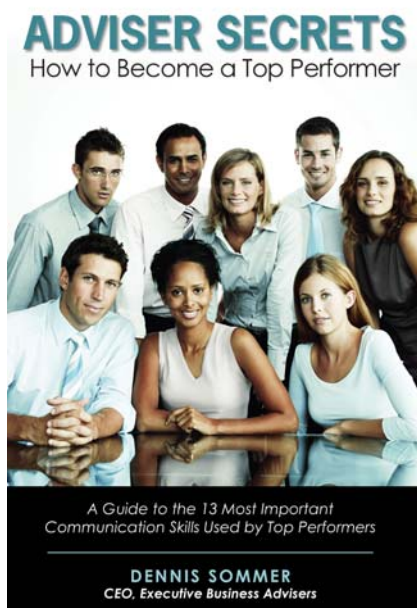


Adviser Secrets – How to Become a Top Performer

A Guide to the 13 Most Important Communication Skills Used by Top Performers



As a top performer you will ...

Earn More Money
Grow Your Business
Increase Sales & Profits
Improve Business Performance
Get a New Job or Promotion Quicker

In today's fast paced changing business world, professionals must work smarter than ever to improve their performance. What worked in the past doesn't work today. Clients are more knowledgeable and demanding. Competitors are more aggressive and cutthroat. Technical mastery of your vocation will only take you as far as an "average" performer.

Within the pages of this book, the author reveals a revolutionary approach called the "Adviser Success Model" and walks the reader step-by-step through 13 of the most important communication skills used by top performers.

More information at www.advisersecrets.com

This book is intended for business owners, consultants, sales and service professionals who serve clients on a daily basis. The proven tips and techniques in this book will help you become a master communicator and top performer in your profession.

You will learn:

- Preparing a Presentation – How to inspire and motivate an audience
- Delivering a Presentation – How to persuade your client to your recommendations
- Planning a Meeting – How to plan the most effective meeting
- Facilitating a Meeting – How to run the most effective meeting
- Words and Stories – How to use words and stories to get your point across
- The Written Word – How to utilize the most overlooked written communication
- Memos and Reports – How to develop powerful reports and memos
- Questioning – How to ask powerful, smart and insightful questions
- Listening – How to become an effective listener
- Objection Handling – How to eliminate client objections and resistance
- Gatekeeper Barriers – How to get client gatekeepers to help you win
- Self Promotion – How to promote yourself to the top of your profession
- Household Name – How you can become a household name in your industry

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Although there have been books published on many of these topics in the past, this book contains new approaches that focus on the critical client and business challenges you are facing today. The primary goal and objective of this book is to help you build your foundation for becoming a top performer in your profession.

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Dennis Sommer – CEO, Executive Business Advisers

Dennis Sommer is a highly sought after business improvement and growth expert with over 25 years experience. His specialty is helping companies quickly improve their business performance and revenue growth. Dennis provides deep functional and industry expertise to help companies overcome their key business challenges and build a roadmap for success.

Using his proven, copyrighted methodology, Dennis analyzes what you are doing today, recommends specific improvement action steps and helps you implement the changes needed to improve your business performance and growth. His areas of expertise include; strategic planning, sales, marketing, customer service, operations, technology, staff and leadership development.

Dennis's business improvement and growth expertise has been featured in Entrepreneur magazine, New York Times, Fox News and many more.

Dennis works with a diverse mix of product and professional service companies. His clients include; large Fortune 1,000 global companies, medium size growth focused companies and small early stage specialty companies. He works with family owned, private and public companies.

Since 1985 Dennis has started three successful growth focused companies. A high-tech product company, a technology consulting firm and Executive Business Advisers. Dennis is also founder of the EBA Business Success Network, an exclusive executive networking group.

Dennis has held leadership level positions with: Accenture – a \$22 billion global management consulting and technology services firm. Computer Associates Inc. – a \$4 billion enterprise software company. LDA Systems – a \$26 million regional IT consulting firm. Jo-Ann Stores - a \$1billion fabric and craft retailer.

Dennis is also a highly sought after speaker and author. He inspires, motivates and educates audiences with his keynotes, seminars and customized training workshops. Dennis is an international author of 3 books and over 80 published articles on improving business and leadership performance.

His latest bestselling book is "*Adviser Secrets – How to Become a Top Performer*".