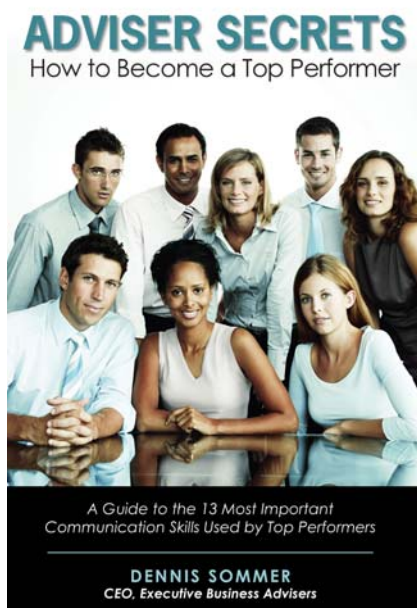


Adviser Secrets – How to Become a Top Performer

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.

About the Author

25 Years – Advising Business Leaders



Dennis Sommer – CEO, Executive Business Advisers – Dennis is a business improvement specialist providing the guidance you need to take your business to the next level. He helps struggling companies become successful and turns good companies into world-class growth businesses.

Dennis has been advising business leaders for 25 years. His successful business improvement programs have 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 small start-ups, medium sized businesses and large Fortune 500 companies like IBM, Microsoft, Accenture and AT&T.

Dennis is also a highly sought after keynote, seminar speaker and author. His latest bestselling book is “*Adviser Secrets – How to Become a Top Performer*”.

His firm evaluates your business from the customers point of view and provides unbiased assessments, improvement recommendations, action plans, training and coaching focused on improving the company’s business strategy, sales, marketing, financial health and people. www.executivebusinessadvisers.com

Since 1985 Dennis has started two successful growth focused companies. First, a high-tech product company. Second, a technology consulting firm. He has also held executive positions in sales, business development, operations and information technology.

Dennis inspires, motivates and educates audiences with his keynotes, seminars and customized training workshops. His sessions are focused on hot topics around business growth, strategy, sales, marketing, leadership and management professional development. www.dennissommer.com

Dennis is an international author, publishing over 80 articles on sales, leadership, project management and IT management topics. He is the publisher of The Executive Adviser. www.theexecutiveadviser.com Dennis is also a staff writer for the world’s largest sales and marketing strategy newsletter called BDM News read by over 170,000 weekly subscribers in over 110 countries. He is also a staff writer for CEO Management, a specialty newsletter published for senior executives.

Dennis also writes a blog called “CEO Business Improvement Tips” at www.dennissommer.wordpress.com

Dennis is the author of *Adviser Secrets - How to Become a Top Performer* www.advisersecrets.com and contributing author for *49 Marketing Secrets (that work) To Grow Sales* and *How Your Business Can Survive and Prosper in a Recession*. His fourth book, *Adviser Secrets – Business Start-Up and Growth Essentials* is scheduled to be released in 2010.

Prior to launching Executive Business Advisers, Dennis spent over twenty years working in sales, management consulting, new business development and leadership positions. Dennis 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 and Jo-Ann Stores - a \$1billion fabric and craft retailer.