

Local authors tell sales forces to “*Get Real!*”  
*Book Signing scheduled for July 7, 2008 at Books & Co.*

DAYTON, OH, June 20, 2008--"Suddenly his tone turned cold. ... To our dismay, he urged these [sales] managers to use all tactics necessary to bring on new customers, including price and product gimmicks. The president closed his remarks by threatening to reduce the head count in this management group if sales performance did not improve within the first months of the new fiscal year."

Get Real! There are right ways to sell—ways that shouldn't be abandoned under pressure. In fact, under pressure is exactly when Real selling achieves Real results.

That's the point of the new book *Get-Real Selling: Your Personal Coach for Real Sales Excellence* by Keith Hawk, vice president of client relations for LexisNexis and Michael Boland, president and founder of Performance Technologies.

The book, which is based on combined 65 years of sales experience and provides practical tips, has already received praise from executives, including the following from two Sales Vice Presidents:

"The secrets in this book guided me in successfully transforming a six hundred-person sales organization. The examples and insights are real world and can be put into action today and every day after. It should be on every sales executive's book shelf."

"Within every section I found valuable techniques. . . I will be buying a copy for every person within my sales organization and look forward to challenging my teams to 'Get-Real' as we push hard to improve each day."

Coauthors Boland and Hawk will be discussing their book and sales experiences at Books & Co. at The Greene near Dayton, Ohio, July 7 at 7 p.m.

Hawk is a 29-year veteran sales professional. His experience includes 10 years leading the sales organizations at LexisNexis before he took leadership of client relations. LexisNexis® ([www.lexisnexis.com](http://www.lexisnexis.com)) is a leading global provider of business information solutions to a wide range of professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets. LexisNexis serves customers in more than 100 countries.

Boland has 36 years experience in sales and sales leadership. He founded Performance Technologies (<http://www.performancetec.com>) in Dayton, OH, in

1982 as a business consulting and training firm. The company specializes in helping its customers WIN by developing elite sales forces led by exceptional coaches. Performance Technologies has an impressive portfolio of success with customers that include companies such as LexisNexis, Reynolds & Reynolds and Northwest Airlines.

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