



The Book for Sales Professionals Looking to Take their Game to the Next Level is Now Available from Sales Expert and Podcaster Fred Diamond

PRAISE FOR INSIGHTS FOR SALES GAME CHANGERS

“Fred and his podcast guests have consistently challenged age-old sales notions. If you are a sales professional hopeful to innovate and change your sales game, then this is a must read!” Brian Ludwig, SVP of Sales at Cvent, Inc.

“Fred Diamond has magically found a way to extract the “messages from of the bottle” and onto the pages of *Insights for Sales Game Changers*.” Gary R. Milwit, Executive Director, Learning and Organizational Development, The J.G. Wentworth Company®

ABOUT THE BOOK

- Insights from interviews with over 500 global sales leaders
- Sales Game Changers Podcast has had over 1 million interactions.
- Fred Diamond encapsulates their insights so you can take your sales career to the next level!
- The Sales Game Changers Podcast has featured interviews with top sales leaders from leading companies such as Salesforce, Amazon Web Services, Oracle, Apple, and Hilton.
- The book features their insights and fresh ideas on prospecting, questioning tactics, emotional intelligence, and partnering.
- It's a great resource for seasoned sales professionals and for people new to the sales profession.

ABOUT FRED DIAMOND

Fred Diamond is the host and producer of the Sales Game Changers Podcast and is the cofounder of the Institute for Excellence in Sales (IES).

He is also an advocate for Lyme disease treatment and is the author of *Love, Hope, Lyme: What Family Members, Partners, and Friends Who Love a Chronic Lyme Survivor Need to Know*. He is the first person in history to write a book on Lyme disease awareness and one on sales performance improvement.

Fred is available for podcasts and interviews. Contact Mike Berman at mberman11@gmail.com or 817.313.4745 to arrange.