

STERLING LEARNING GROUP  
MARKETING DEPARTMENT

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**FOR IMMEDIATE RELEASE**

*Sell More, Earn More:  
Closing Rules for Selling in the New Economy*

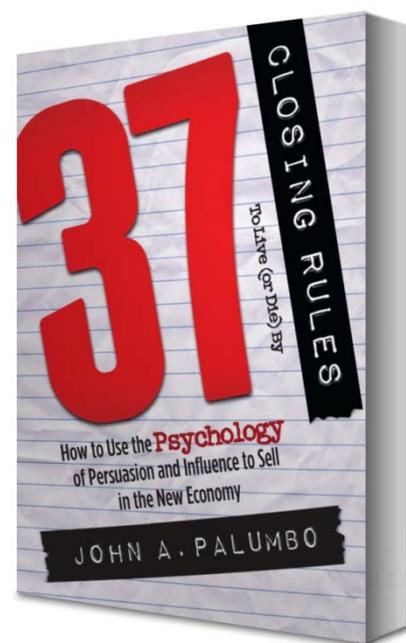
(Jacksonville, FL) The sales industry has been caught off-guard in a changing world and marketplace. “Old school” selling strategies will no longer work with today’s cautious and sophisticated customers. Now, from best-selling author and Master Closer, John A. Palumbo, salespeople have the power to take advantage of the 37 Closing Rules used by the highest income-earning professionals who are not only surviving, but thriving in these difficult economic times.

Releasing in January 2012, *37 Closing Rules to Live (or Die) By* reveals advanced, but easy to adopt sales strategies straight from the field for understanding the psychology of today’s customers and , ultimately, for closing more deals.

Each one of the book’s short, yet insightful closing rules presents a selling obstacle, solution, examples, and a clear course of action— compliance will take readers to the next level of selling excellence.

About the author:

**John A. Palumbo** is an internationally respected speaker, author, and master closer. He has been invited to speak and lecture around the world, including Ukraine, Mexico, Poland, and Jamaica on the science of influence and persuasion. With over three decades of selling experience, John has closed over \$1 billion in real estate sales. He has been published and interviewed by numerous publications, including the *Wall Street Journal*. His other books include *The Closing Numbers, Close and Grow Rich, Selling at the Bottom of the Market, What’s Your Sales DNA?* and *Salesnosis: The Art of Hypnotic Persuasion*.



***37 Closing Rules to Live (or Die) By***

John A. Palumbo

Sterling Learning Group, \$19.95

Paperback

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[SterlingLearningGroup.com](http://SterlingLearningGroup.com)

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