

Position Yourself  
As A Trusted Professional

# BRINGING IN THE BUSINESS

Without Sounding Like A Salesperson

DAVID GOLDMAN, HENRY DEVRIES, AND MARK LEBLANG



INDIE BOOKS  
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# PREFACE

By Mark A. LeBlanc, CSP, CPAE

I have been on my own virtually my entire life. I had a job once for about six months, and I was inspired by the words, “You’re fired!” I was twenty-one years old, and my future seemed questionable at best.

As luck or fate would have it, I received an invitation in the mail that was a direct mail piece announcing a two-day sales seminar. The trainer was Don Sheehan and he had written a book titled, *Shut Up and Sell!*

That experience would put me on a path of continuous learning from some of the industry’s best and brightest when it comes to marketing, sales, and business development. I made a vow to do whatever it would take to make it on my own. I am celebrating my fortieth year of being my own boss.

I met my coauthors David Goldman in 1996, and Henry DeVries in 2000. All three of us have been lifelong learners when it comes to the art, skill, and science of selling. I think I write for all of us when I say we have listened, learned, applied, failed, and succeeded along the way. Our learning came one conversation at a time over years and decades.

It only made sense that we would come together to write a book on how not to sound like a salesperson. Believe it or not,