

DIRTY LITTLE SECRETS

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A note from Sharon Drew Morgen

My name is Sharon Drew Morgen, author of the NYTimes Bestseller *Selling with Integrity* and developer of Buying Facilitation® - the first skill set that gives sellers the skills to lead buyers through their behind-the-scenes decisions so they achieve internal buy-in. It's an additional skill set to sales.

Enclosed is my new book ***Dirty Little Secrets: why buyers can't buy and sellers can't sell and what you can do about it.*** It's a detailed account of change issues buyers must manage prior to buying and how to manage them: the steps to a buying decision; how human and political issues are resolved before moving forward; and how the sales model is inadequate for today's business environment. Finally, there is a case study to demo the new material.

Please enjoy the book. If there is a fit with your company, I'd be delighted to discuss bulk purchases or learning guides that would accompany the book to aid your sales folks. As the innovator of the buying decision process, I'm here to serve.