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***Velocity Selling:
How to Attract, Engage, and Empower Buyers To Buy***
by Bob Urichuck

**Stop chasing buyers...and start getting the buyers to chase you:
NEW EXPERT GUIDE WILL CHANGE EVERYTHING YOU KNOW
ABOUT SALES**

Attention sales and non-sales professionals, entrepreneurs and business owners! Forget everything traditional sales training taught you. Today's economy has yielded a new kind of buyer, one that is fully aware of the sales ploys of old, one that prefers to buy than be sold. So the question is: what are you doing to help buyers buy?

Enter ***Velocity Selling: How to Attract, Engage, and Empower Buyers To Buy*** by international sales expert Bob Urichuck. Ranked in the top 10 of the World's Top 30 Sales Gurus since 2008, and recently awarded The 2013 Brand Personality Award, Urichuck's worldwide clients include many Fortune 500 corporations and international institutions.

"Sales is the lifeline to your bottom line," says Urichuck. "Without sales, there are no transactions, without transactions there is no revenue, without revenue organizations would not exist, and no one would have a job. The world revolves around sales. But the profession can soon become extinct unless salespeople change and bring more value to the buyer."

With this need for change in mind, how do you get the buyers chasing you, and not the other way around? The cornerstone of ***Velocity Selling*** is Urichuck's "Buyer Focused" Velocity Selling System, a sales process based on a return on time invested (ROTI) formula. Urichuck asserts that today's salespeople need to avoid being self-centered, as well as brand-, product-, or service-focused as they were in the past, and instead focus on the buyer's needs, desires, and budgets. In other words, learn how to attract, engage and empower buyers to buy and, most importantly, buy from you.

"Salespeople need to stop with the dog-and-pony show presentations," Urichuck adds. "They need to stop talking and start asking questions, and listen to the buyer. This is achieved by engaging buyers in conversation first to build trust, and then qualify the buyer to

determine if there is an opportunity for business or not.”

Distilled into four steps, *Velocity Selling* reveals the A, B, C, and D of becoming buyer-focused:

- **Attitude:** belief from within is the foundation to all successful people. If you do not believe, will the buyer?
- **Behavior:** the daily effective habits to up your bottom line
- **Competencies:** the step-by-step sales process
- **Discipline:** doing what you have to do, even when you don't want to do it

Bob Urichuck is an internationally renowned Velocity Selling Specialist, the creator of the ‘Buyer Focused’ Velocity Selling System and a virtual sales training platform, VelocitySelling.com. With some fifty years of sales experience, ranging from door-to-door sales to corporate high-value boardroom sales, he has accumulated a wealth of experience in selling to individuals and big corporations.

For the last twenty years, Bob has inspired, educated and empowered Fortune 500 companies and mid-sized businesses to increase the velocity of their sales and the strength of their bottom lines. Using Singapore, Dubai and Ottawa, Canada, as his ongoing hubs, he has spoken in more than 1,500 cities in over forty-five countries to audiences of up to 10,000 people.

Bob has been recognized as Consummate Speaker of the year and ranked in the top 10 of the World's Top 30 Sales Gurus since 2008.

He is a Certified Sales Professional, Certified Master Trainer and Certified Social Entrepreneur who has adopted through Free the Children a village in Sri Lanka where he is financially responsible for the medical care and education of over 700 children who survived the deadly tsunami of 2004.

Websites: www.BobU.com; www.VelocitySelling.com; www.velocitysellingbook.com

***Velocity Selling: How to Attract, Engage, and Empower Buyers to Buy* can be purchased from Amazon, BarnesandNoble.com and through all major booksellers**

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