



STERLING LEARNING GROUP  
MARKETING DEPARTMENT

CONTACT:

Maggie Rogers, Director  
904-448-1100 or [maggie@sterlinglearninggroup.com](mailto:maggie@sterlinglearninggroup.com)

FOR IMMEDIATE RELEASE

***Author John Palumbo Reveals Secrets to Keeping Sales High  
Despite Market Conditions in Newest Book***

(Jacksonville, FL) According to *Forbes*, the housing market is now 43% back to normal — a new post-crisis high! This number, based on increases in new construction starts, existing home sales, and the foreclosure plus delinquency rate, is welcome news to sales professionals nationwide, but also a clue that it's time to start selling differently.

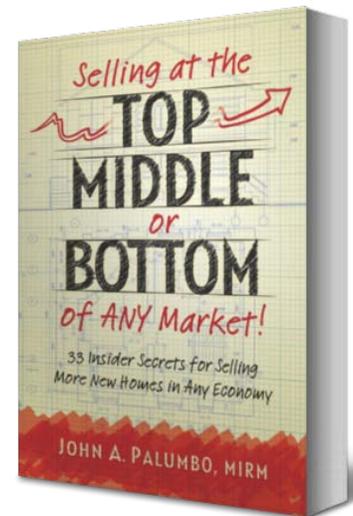
Releasing in January 2013, ***Selling at the Top, Middle, or Bottom of Any Market*** addresses how changes in the economy affect consumers' mindsets and buying behavior, and how sales professionals should alter their presentation and adapt to those changes in order to maximize their profits.

John Palumbo was inspired to write the book after the financial crisis of 2007-2008, which took its biggest toll on the U.S. housing market. While sales were down for most agents, he noticed an elite few who were thriving, even at the market's lowest point.

In the book, Palumbo gives insider secrets to help sales professionals meet their quota, despite market conditions. He takes on the question he heard most from agents at the bottom of the market: "What do you say to prospects when they want to 'go home and think about it'." Each one of the book's short, yet insightful secrets 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, 37 Closing Rules to Live (or Die) By, What's Your Sales DNA?*** and ***Salesnosis: The Art of Hypnotic Persuasion***.



***Selling at the Top, Middle, or  
Bottom of Any Market***

John A. Palumbo

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

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