

For Immediate Release
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**GREENSPAN'S RECESSION PREDICTION NO PROBLEM FOR RETAILERS
New Book Helps Venders Increase Sales and Improve Customer Retention
Despite Economic Slowdown**

BOSTON. March 6, 2007 – Acanthus Publishing announces the publication of *Heart and Mind Selling: The New Secret to Closing the Sale Today, Tomorrow and for Life*. Written by retail sales guru Sam Allman, *Heart and Mind Selling* is reputed to unlock the mystery of selling to help retailers, business professionals, and franchise owners keep customers loyal and buying despite recessions and other economic hurdles.

“After Greenspan’s recent prediction of a recession in 2008 and news that even giants like Gap are struggling to compete, retailers all over the country are scrambling. More than ever before, retailers are desperate to discover the secret to retaining customers, increasing profits, and keeping shoppers from running to the competition,” says Allman, President of Allman Consulting and Training. “The secret, however, is simple. It’s all about the connection! If you want to improve your business and your sales figures, you need to do more than make a sale. You need to have a meaningful encounter with the customer. You need to approach the interaction as a two-way street, one that builds loyalty on both ends and creates a bond that is stronger than the lure of the competition.”

In *Heart and Mind Selling* Allman takes the reader through the steps of making this “loyalty sale.” His methods, which have been endorsed by business coaches, leadership experts, and even a McDonald’s® franchise owner, are reputed to significantly improve long-term sales returns.

“This is such an incredible book,” says Paige Stover Hague, President of Acanthus Publishing. “Sam’s methods approach selling in such a practical, innovative way that I’ve even found instances to incorporate his advice into my daily life. It truly is a must-read for professionals across the board, whether they are retail sellers or not.”

Michael D. Brown, author of *Fresh Customer Service* agrees. “*Heart and Mind Selling* offers a great new perspective. Allman demonstrates that it is not enough to just satisfy the customer. The aim should be to turn the customer into a loyal advocate. This customer will, in turn, come back again and again. But most importantly, she will be a walking billboard for you, showcasing your level of expertise via word of mouth.”

Specific tips for cultivating loyal customers that Allman offers in this new book include:

- **How to change your selling mindset:** Allman illustrates the common mistakes sellers make because they approach the sale from the wrong angle. Through

anecdotes and exercises, Allman shows the reader how to embrace a new approach, one centered on the customer, to make the sale.

- **Selling to Men vs. Women:** Men and women have different buying habits. Allman deconstructs the different gender-based approaches sellers can take.
- **How to avoid the “seven deadly sins of retail”:** Allman uncovers the hidden traps and discloses the secret to making the sale every time, no matter what the competition.

For more information, to schedule Sam Allman for an interview, or to receive a review copy of *Heart and Mind Selling* please contact: Catherine Pappas, Catherine@IctusInitiative.com (617) 717-8294.

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