

## **Sales Training Expert, Author and Speaker, Diane Pinkard, Launches Unique Sales Training Seminars Focused on Happiness and Heart**

**Diane Marie Pinkard** is author of the award winning book, *Just Treat Me like I Matter: The Heart of Sales*. Her book won the 2008 NABE Pinnacle Book Achievement Award in the category of "Business." In her popular book and seminars, she advocates that, **"People buy people, and they buy best from people that treat them like they matter."**

**Santa Cruz, CA (PRWeb) December 16, 2009** – As a 40-year Sales Expert, Diane Pinkard has been honored by The American Business Awards for her creative approach to sales training. And she was a finalist in the 2009 Stevie Awards for "Creative Professional of the Year." Diane's unique approach to selling "with happiness and heart" is attracting a wide variety of companies to book her to conduct her sales training seminars.

Client Janell Colburn, Chief Administrator for IdeasSiero Companies, shares, "Diane has an uncanny ability to draw issues from us that are holding us back. She is skilled at getting to the 'heart of the matter' in a way that inspires participants to hear, accept, and embrace her messages! I would highly recommend her to coach any sales profession or team."

"As a seasoned sales professional, expert sales trainer, and sales mentor, I present answers and resolutions for solving most any personal or professional conflict my audience may struggle with," says Diane Pinkard. "Whether I am working with a fraught employee, sales manager, sole entrepreneur, or an entire company, I know how to listen, to connect, and offer solutions that are reasonable and highly effective. I draw from a deep well of resources and experience, and I know how to get to the heart of their issues and struggles. And, most importantly, my unique approach to 'selling with happiness and heart' ultimately improves their bottom-line."

Diane's presentations include:

- ▶ How to Increase Your Sales: Learn to Sell the Best Product You Have to Offer – Yourself
- ▶ Increase sales with "Happiness and Heart." This Program is the Grassroots, the Basics for Exploding Your Selling Success
- ▶ Find Your Authentic Self and Enrich Your Life with "Happiness and Heart"
- ▶ Learn How to Deal with Difficult People and Difficult Situation with "Happiness and Heart"

For media inquires, or to book Diane to train your organization, please contact her at Diane Marie Pinkard, the “Sales Success with Happiness and Heart” expert: [info@heartofsales.com](mailto:info@heartofsales.com), phone 1.866.552.2510 or visit [www.heartofsales.com](http://www.heartofsales.com)

About Diane M. Pinkard:

Diane’s passion lies in the “Business of Human Relations”, and she has a culmination of 40 years experience in teaching and sales training. Plus, she has launched and operated three successful businesses that earned her the reputation of being an accomplished professional in a number of sales arenas. From her formal education and extraordinary walk-in-life she is an expert in the Study of Human Dynamics, and she truly understands personality styles and “what makes people tick.” Diane is known for being masterful in her ability to pass her knowledge and wisdom to her audiences.