



The Trusted Advocate Awarded Editor's Choice Award

By Executive Blueprints Inc

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“The Trusted Advocate, by John Mehrmann and Mitchell Simon, receives recognition with the distinguished Editor's Choice Award for editorial integrity.”

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Orange County, CA (EBINews) July 23, 2008 – John Mehrmann and Mitchell Simon break new ground in literature by delivering a refreshing blend of leadership skills, management tools, sales techniques, and entertaining storytelling.

The Trusted Advocate uses proven cutting edge management techniques and leadership skills to unlock individual potential and empower personal success. This book contains entertaining stories and easy exercises to customize the insightful reflections to virtually any sales environment.

“I just finished reading The Trusted Advocate, and I must say I am impressed? Your book rivals those written by the best in the genre and is a delightful blend of solid sales technique, personal development, and effective storytelling,” proclaims the Editorial Review by iUniverse.

The Trusted Advocate is a revelation of fundamental principles that empower maximum success through authenticity and integrity. Eliminate fear and sustain customer loyalty by aligning with customer aspirations. Learn to use individual strengths as the competitive edge. Spend less time prospecting, and more time earning.

“Congratulations on writing a book that is sure to be a seminal in the field of sales,” concludes the Editorial Review by iUniverse.

Kirkus Discoveries had this to say in a formal review of The Trusted Advocate: Accelerate Success with Authenticity and Integrity, “John Mehrmann and Mitchell Simon have packed years of experience into a single volume that provides fundamental advice for sales professionals. The straightforward writing style is also accentuated with illustrative vignettes which exemplify the crucial aspects of successful sales.”

“The feedback and enthusiasm are overwhelming,” responded John Mehrmann, co-author of The Trusted Advocate: Accelerate Success with Authenticity and Integrity. “It is a testimony to the genuine, honest, and hard working individuals who relate to the fundamental principles espoused in the book. It is heartwarming to see how many people recall similar stories of sharing mutual commitment with clients.”

Read more reader reviews at <http://www.Trusted101.com>

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For more information:

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