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Contact: Gail Rubin
505-265-7215, grpr@flash.net

MAKE FRESH NEW YEAR'S RESOLUTIONS FOR BIG CHANGES IN 2008

Albuquerque, NM - What New Year's resolutions are you making to improve your life? Forget about fame, fortune, and fat. These three resolutions can help improve your personal *and* business life, according to Lenann McGookey Gardner, sales and marketing consultant and author of *Got Sales? The Complete Guide to Today's Proven Methods for Selling Services* (Jarndyce & Jarndyce).

Resolution One: I will ask more questions and really listen to the answers, both at home and work.

“Good communication is the key to success in your personal and professional life. You can't learn anything while you're talking, so ask more questions,” says Gardner. “If people did this one thing alone, they'd create more sales and better relationships.”

Resolution Two: I will treat everyone with respect, regardless of their position.

“Karma is an amazing thing. You never know where that receptionist will go in her career, and she might recommend you for a big piece of business when you least expect it – but only if you've treated her with respect,” says Gardner.

Resolution Three: I will reliably fulfill any commitments I make.

“Trust is built on coming through on promises made, and it makes for great relationships and sales. Keep your commitments to stay trustworthy,” says Gardner.

“Communication, respect, and trust will take you farther in 2008 than the usual New Year's resolutions. Both business and personal relationships can thrive when you make these three elements part of your life,” says Gardner.

Lenann McGookey Gardner, who has a Harvard MBA and was the #1 sales rep at Xerox, offers keynote speeches on state-of-the-art selling and closing skills and executive and sales coaching for business success. Her book *Got Sales?* is the one guidebook to the latest research and data on what's working now in contemporary selling. More information is available at www.YouCanSell.com.

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