

For Immediate Release
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**Is 2010 Going to be YOUR Year, Career-Wise?
Executive/Sales Coach Lenann McGookey Gardner Provides Advancement Tips**

Albuquerque, NM – In this new year, the key to getting more business, getting a job, making more money, or advancing to a higher level is to do at least five things differently, according to executive and sales coach [Lenann McGookey Gardner](#).

“Starting right now, think about what it’s going to take to achieve or even exceed your own expectations by this time next year,” says Gardner. “It’s possible that you really need to sell you to you!”

Gardner’s ten keys for professional advancement include these top five suggestions:

Get clear about what you want.

“Most people, I have learned, are very clear about what they do not want. But they have not taken the time to clearly articulate specifically what they do want,” says Gardner.

“Say it, write it down, look at it a few times every day and make things happen.”

Ask for what you want.

“Try to fit it gracefully into conversations – don’t just go around spouting what you want – but ask, and ask, and ask again. Be friendly, be kind, be responsive to the other person, but have the guts to ask,” says Gardner.

Expect people to say no.

“You’ve been told no before – many times – and so far you’re still drawing breath. The next “no” won’t kill you,” Gardner explains, adding, “Acknowledge that they said ‘no,’ but don’t let that stop you from asking again, later, when you can fit it into the conversation smoothly.”

Focus on the other person.

“Long conversations are not likely to be about what you want. They’re about what the other person wants. So be interested in that. What are they doing? How’s that going for them? What’s their next challenge? Be interested in and curious about the other person, don’t just push your agenda,” says Gardner.

Don’t get cynical.

It’s easy to believe that life is all about money, that no one really cares, and that to be successful you have to be cold. None of these things is true. The reality: nice people with brains and good hearts often finish first. And they enjoy the journey. Says Gardner, “Decide to be a positive, upbeat person. Have some fun!”

For the full list of ten tips, contact Lenann McGookey Gardner at her web site, www.YouCanSell.com.

Lenann McGookey Gardner, a Harvard MBA and a past #1 worldwide sales rep at Xerox, offers keynote speeches on state-of-the-art selling and closing skills, executive and sales coaching for business success, and workshops. Her book *Got Sales? The Complete Guide to Today’s Proven Methods for [Selling Services](#)* is the one guidebook highlighting all the recent research and data on what’s working now in contemporary selling. More information is available at www.YouCanSell.com.