

**For immediate release**

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## **COUNTER INTUITIVE STRATEGIES FOR PERSUASIVE COMMUNICATION**

*'Warrior Sales Monk' reveals timeless secrets of consistently successful communicators that can help you make an impact in a tough market*

**Convenient short insights and action plans from the best practices of over  
11,000 sales people and their leaders**

Times are tough, and today's consumers are more educated and demanding than ever before. To reach them requires a sophisticated approach. Many times, in order to get your message heard above the noise of the consumer's daily life, you need an approach that combines the 'fundamentals' with counter-intuitive strategies says Todd Zaugg, the author of *Warrior Sales Monk: Heart of a Warrior, Soul of a Monk, Mind of a Professional*.

Drawing upon experiences of the most highly paid communicators from a population of more than 11,000, he concludes that top performers have mastered a warrior monk balance (consisting of easily assessed multiple traits). And those traits can be acquired from self-awareness and being a student of human behaviors. Zaugg asserts that the warrior monk balance has helped sales people consistently achieve higher performance compared to their peers. Companies can grow dramatically, he says, by hiring and developing their sales forces based upon warrior sales monk principles.

Zaugg's book is not a sales novel (his research shows that most sales people don't have the time or patience). It is a reference guide, a collection of the fundamentals as well as counterintuitive strategies, that are delivered as short insights and action steps, constructed in segments called "Illuminations". It is intended to be a breath of fresh air in helping professionals gain insights into the philosophies, behaviors and tactics that are proven, practical, and powerful.

The book, as well as diagnostic assessments that let sales people measure themselves against top performers, is available in book stores or at the website [www.warriorsalesmonk.com](http://www.warriorsalesmonk.com).

Todd Zaugg, author of *Warrior Sales Monk*, is principal and founder of Matrix Achievement Group, LLC, a sales-force training, consulting and coaching firm. For more information on Warrior-Monk sales insights, see: [warriorsalesmonk.com](http://warriorsalesmonk.com).