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FOR IMMEDIATE RELEASE:

New Sales Career Guide Looks Out for the Individual *and* the Company

***Your Sales Career Strategy* by Christopher E. Gilmore focuses sales “job-seekers” on the industries, companies, and positions that match their talents**

CINCINNATI, Ohio – *Your Sales Career Strategy*, a new career guide by Christopher E. Gilmore, offers readers a return-on-investment goal of 22,947 percent if one “job-hop” can be prevented. Born from the observable gap between current companies’ abilities to fill much-needed sales positions with specific talent and the new working generation’s drive to make money above all else, *Your Sales Career Strategy* targets “Generation Next-ers” with concise savvy from a career salesman whose 15-year career has spanned six different companies and industries and who understands that money is not everything to consider.

Gilmore’s array of experience allowed him the perspective to write this book, the purpose of which is to help anyone considering sales as an alternative or first job position a plan for a long-term sales career strategy. Helping readers to self-evaluate, *Your Sales Career Strategy* provides a methodology for examining various sales industries, companies, and positions, finishing strong with the specifics of analyzing a particular job offer.

Gilmore breathes new life into such terms as *challenge* and *responsibility*, not only opening up the vast array of opportunities as a sales professional but also offering a perspective challenge to a generation consumed with quantity, not quality. In addition to the lessons the author shares within the pages of his new book, he is committed to donating 10 percent of *Your Sales Career Strategy* profits to charities supporting youth.

For more information or to request a free review copy, members of the press can contact the author at gilmore_ce@hotmail.com or visit www.salecareerstrategy.com. *Your Sales Career Strategy* is available for sale online at Amazon.com, BookSurge.com, and through additional wholesale and retail channels worldwide.

About the Author

Chris Gilmore’s first “sales” position as a paperboy generated an inspired sales career following a B.S. in business and finance from Miami University in Ohio. His experience encompasses a variety of industries including pharmaceuticals, IT consulting services, software, industrial piping systems, and sporting goods, grossing an estimate of more than \$100 million in total sales. He lives with his wife and two sons in the Cincinnati area.

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