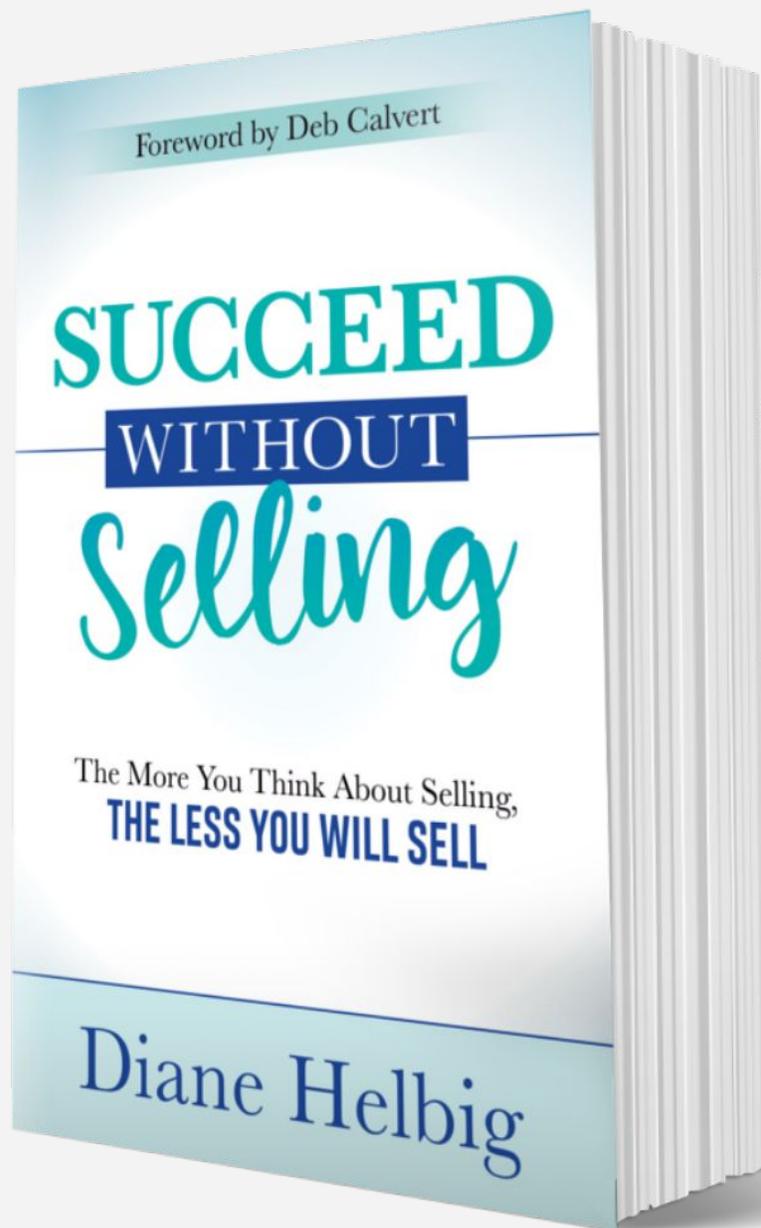


# DIANE HELBIG

CHIEF IMPROVEMENT CATALYZER. SPEAKER. AUTHOR.



PUBLISHED

May 26, 2020 E-Book & December, 2020 Paperback



Morgan James®  
PUBLISHING

# DIANE HELBIG

*“Diane Helbig is one of the most knowledgeable professionals I know in the field of marketing and sales. My work with her has taken me to a brand new level in my business. Her expertise in social media and creative marketing is invaluable. She thinks outside the box in a way that gets results!”*

— Kathy D.

## AUTHOR BIO

Diane Helbig is an internationally recognized business and leadership development advisor, author, award-winning speaker, and workshop facilitator. As a certified, professional coach and president of Helbig Enterprises, Diane helps businesses and organizations operate more constructively and profitably. She evaluates, encourages, and guides her clients.

Diane works with her clients to create, implement, and monitor individualized strategies that result in better communication, increased performance, and more significant results. Diane serves as a trusted advisor and guide, helping her clients see the value in changing their behavior. Diane’s clients find themselves achieving incredible successes – many beyond what they had previously believed were possible. She brings over 20 years of small business management and sales to her coaching.

Diane believes that each business professional is an individual. They bring their dreams, challenges, and beliefs with them to their role. This is why the strategies they create are specific to them. Business is business. And leadership is leadership. How each person approaches their growth is individual. No canned systems here! Diane’s work is uniquely developed for each client.

In her book, *Succeed Without Selling*, Diane offers a straightforward, common sense and clear guide to the sales process. She provides insights around mindset, process, and practices.

Through her podcast, *Accelerate Your Business Growth*, Diane brings valuable, actionable information to her listeners. Her book, *Expert Insights*, includes details of ten of the most listened to episodes of this show.

As a speaker and workshop facilitator Diane merges energy and enthusiasm with rich content. Her goal is to leave her audience with actionable steps as well as the excitement to implement those steps. Diane has expertise in small business, sales, social media, networking, and leadership.



# DIANE HELBIG

*Diane is the recipient of the  
2016 Corporate  
Speaker of the Year Award.*

## SPEAKER

### DIANE WILL CAPTIVATE YOUR AUDIENCE

Diane is an author, businesswoman, and professional keynote speaker. As there are several topics with rich content that Diane shares with various audiences through a mix of fresh ideas, smart humor, and deep expertise, she merges energy and enthusiasm to empower and encourage any audience.

Diane leaves her audiences with actionable steps as well as excitement to implement those steps.

Diane has presented to many organizations throughout the United States, including WiBN, WBENC, PCAM, Cox Communications, United Franchise Group, Lake Health Foundation, American Family Insurance, & COSE.

If you are interested in learning more about how Diane would be an ideal fit for your audience, please reach out to us today.

## ACCOLADES



*“Diane recently conducted a social media workshop. Her presentation skills are extraordinary. She is extremely knowledgeable about her subject and couples that with a relaxed, but focused presentation that had the workshop attendees very focused on learning. Highly recommended!”*

— Kip M.

# SUCCEED WITHOUT SELLING

## BOOK SYNOPSIS

## SUCCEED WITHOUT SELLING

**The More You Think About Selling, The Less you Will Sell**

Throughout *Succeed Without Selling*, Diane Helbig shares not only a philosophy of what actually works in the 21st century but provides tactical ideas and templates so salespeople can start immediately.

Being successful at sales has nothing to do with “selling”. The best salespeople are the ones who are curious, not closing. *Succeed Without Selling* contains everything a small business owner or sales professional needs to know about what it takes to be successful. From prospecting to discovery to referrals and strategic alliances, it’s all covered. There are even chapters for sales managers, direct sellers, and service providers.

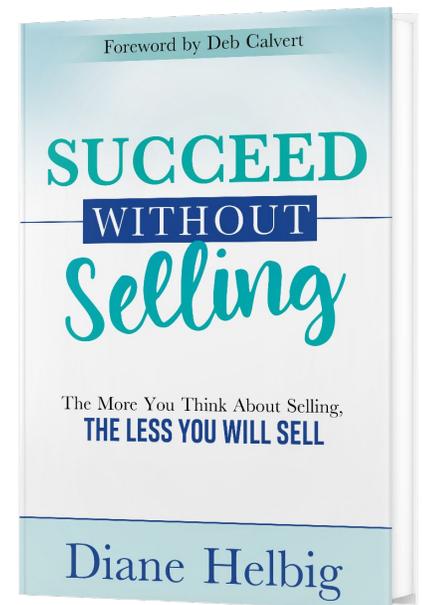
Within *Succeed Without Selling*, there are resources, like sample scripts and proposal templates, in the back of the book. Anyone who wants to grow their business will find actionable, easy-to-follow information to help them embrace the value of being more interested in others than in making the sale. *Succeed Without Selling* changes the way readers look at the sales process forever and stops them from engaging in behaviors that just don’t work.

## TARGET AUDIENCE

Small business owners, sales managers and professionals, entrepreneurs and direct sellers who want to be successful at sales and grow their businesses, or who are struggling with selling.

Business leaders whose teams aren't getting the results they desire and any salesperson who isn't comfortable with the process they are using and isn't getting the results they want.

The audience wants their efforts to be productive whether prospecting, networking, selling, or following up, and to increase their revenue and client base.



For more information visit: [www.HelbigEnterprises.com](http://www.HelbigEnterprises.com)

# SUCCEED WITHOUT SELLING

## ADVANCE PRAISE

*“It’s a new economy. The “Winter” economy as proposed by the late Chet Holmes. Business approaches that worked in the Fall economy will not work in the Winter economy. Diane has done an amazing job of breaking down the sales and sales management process for these times. Her approach is client centric and focuses on how to serve the client rather than how to close them. And by doing so, create long lasting and profitable relationships. This book is a must read for anyone who is involved in the art of selling. And if you own a business, you are selling! Without a doubt reading this book will be a worthy investment of your time!”*

**~ Willard L. Barth, Willard Barth Enterprises  
Licensed Master NAP Trainer; NLP Practitioner  
Author, Business Consultant and Transformation Expert**

*“If you aren’t closing the sales you want, you might be doing it wrong. In Succeed Without ‘Selling’ Diane gets straight to the point about what works, and what doesn’t work in today’s marketplace along with tactics you can use to improve your results.”*

**~ Kevin Kruse, NYT Bestselling Author, Speaker**

*“Real World Wisdom A terrific book. With trademark clarity and insight, Diane Helbig teaches the new mindset that is required for sales success in today’s business world. The practical yet powerful examples show how to bring this fresh approach to life in any organization, small or large.”*

**~ Shane Spiers, Summit SCALE**

*“P-r-a-c-t-i-c-a-l. That’s how you spell the secrets to success by Diane Helbig. Diane demystifies successful sales with advice any small business person can follow. This book is Exhibit A as to why Diane has been such a valued columnist at Small Business Trends - for years! Every small business owner interested in boosting revenue should get this book today!”*

**~ Anita Campbell, CEO, Small Business Trends, LLC**

*“Curiosity and trust are two of the most vital sales accelerators that all small business owners must adopt if they want to win in today’s marketplace. But how often do we push aside curiosity just to close the deal? Diane Helbig does a remarkable job of uncovering this critical approach to sales that will shift your mindset from how we’ve traditionally been taught to sell! Succeed Without Selling will open your eyes to the truth about how to sell successfully regardless of industry, business size, or prospect base. I highly recommend it!”*

**~ Mike Mooney, Author of Reputation Shift**

# SUCCEED WITHOUT SELLING

To hear Diane, visit her podcast -

## ACCELERATE YOUR BUSINESS GROWTH PODCAST

It's common for a business to struggle at some point. *Accelerate Your Business Growth Podcast* helps small business owners, salespeople, and aspiring entrepreneurs with various aspects of business success and development.

Diane Helbig interviews guests from all over the world that are experts in their field and have excellent business insight and knowledge to share. Conversations range from sales to employee issues, technology to social media, work-life balance to exploring uncharted territories, and much more.



*Accelerate Your Business Growth Podcast* has the honor of being included on some very prominent lists:

- Inc.com 100 Podcasts That Will Make You Smarter, Better and Wiser
- Inc.com The Business Podcasts You Should Be Listening To
- 40+ Best Business Podcasts on the Planet
- MSNBC Your Business Top 5 Business Podcasts in 2017
- The Best Sales Podcasts On The Planet

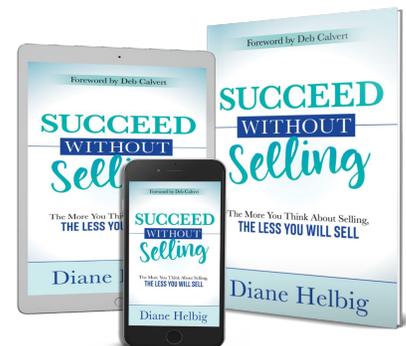
To have Diane as a guest -

## DISCUSSION QUESTION IDEAS

- Sales and All Parts Related to Selling
- Sales Management
- Direct Selling Skills
- Leadership
- Customer Service

## INTERVIEW QUESTION SUGGESTIONS

1. How can someone succeed if they don't sell?
2. You say the ABCs of sales have changed. What do you mean?
3. What are things you see people doing wrong when networking?
4. Why are target markets so important?
5. What's the best way to use social media?
6. You talk about discovery questions. Can you explain what you mean?
7. What advice would you give someone who sells to consumers?
8. What are sales managers getting wrong?
9. How do people buy in today's market?
10. You have a problem with the 30 second pitch. Why is that?



# SUCCEED WITHOUT SELLING

**Title:** SUCCEED WITHOUT SELLING

**Subtitle:** The More You Think About Selling, the Less You Will Sell

**Author:** Diane Helbig

**Published:** Electronic May 26, 2020 / Paperback December, 2020

**Publisher:** Morgan James Publishing

**Categories:**

BUSINESS & ECONOMICS / Sales & Selling

BUSINESS & ECONOMICS / Small Business

**Suggested Retail Price for Print:** \$16.95 - \$22.95

**Suggested Retail Price for E-Book:** \$12.95 - \$16.95

**Book Size:** 5 x 8

**# of Pages:** 171

**Paperback Print ISBN:** #9781642799927

**E-Book ISBN:** #9781642799934

**Library of Congress Control Number:** 2020930794

**Author Website:** <https://www.helbigenterprises.com>

**Facebook Page:** <https://www.facebook.com/HelbigEnterprises/>

**Twitter Page:** <https://twitter.com/seizethisgrowth>

**Instagram Page:** <https://www.instagram.com/seizethisgrowth/>

**LinkedIn Page:** <https://www.linkedin.com/dhelbig>

**YouTube:** [https://www.youtube.com/channel/UCpLLRQm6\\_DfAKy3jiT5ojrg](https://www.youtube.com/channel/UCpLLRQm6_DfAKy3jiT5ojrg)

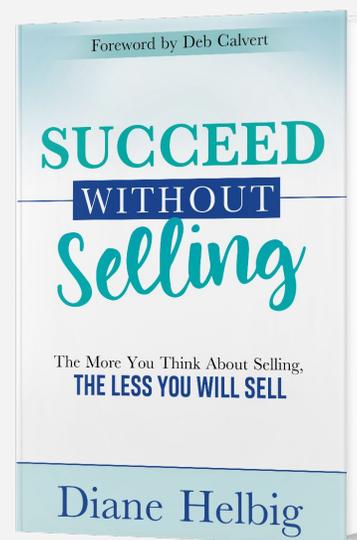
**Author Contact:**

Diane Helbig

P.O. Box 771329,

Lakewood, Ohio 44107

[Diane@HelbigEnterprises.com](mailto:Diane@HelbigEnterprises.com)



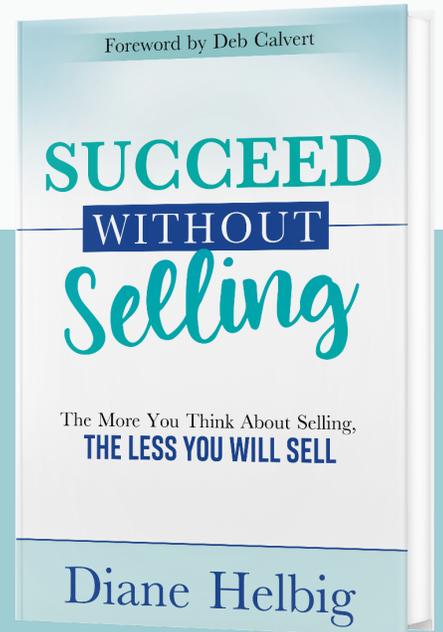
Morgan James®  
PUBLISHING

# SUCCEED WITHOUT SELLING

## The More You Think About Selling, **THE LESS YOU WILL SELL**

The more you focus on selling, the less you will sell." Sounds crazy, right? And yet, so true. Stop focusing on making the sale. That's all about you. Instead, focus on learning as much as you can about other people and businesses. You'll be a better networker, prospector, and closer. Succeed Without "Selling" starts with a mindset shift and takes you through every aspect of the sales process. You'll learn how to engage people when networking, prospecting, selling, following up, and more. Succeed Without "Selling" shares not only a philosophy of what actually works in the 21st century but also provides tactical ideas and templates so you can start immediately.

Identify the questions you should be asking during the sales call – or as I call it, the discovery session. It's more than questions that pertain to the product or service you offer. Sales managers will learn the best way to build a successful team. Direct sellers will understand why friends and family are NOT target markets. Introverts and extroverts will find how to network so people want to talk to you. Anyone engaged in the sales process, including small business owners, sales professionals, sales managers, and service providers, will find information they can embrace to ensure their sales efforts get the results they are looking for.



*"Diane Helbig brings the humanity back into selling. As she deftly points out, selling in a world where customers have access to all the information they want, is a world apart from the pre-internet days when most sales tropes you've heard were established. If your job requires selling, but the act of selling doesn't appeal to you or feels awkward, you'll find Helbig's book a useful reframe of the selling game and ultimately, you'll be more successful."*  
- David A. Field, Managing Director

## ABOUT DIANE



Diane Helbig is an internationally recognized business and leadership development advisor, author, award-winning speaker, and workshop facilitator. As a certified, professional coach and president of Seize This Day, Diane helps businesses and organizations operate more constructively and profitably. She evaluates, encourages, and guides her clients.

Through her podcast, Accelerate Your Business Growth, Diane brings valuable, actionable information to her listeners. Her book, Expert Insights, includes details of ten of the most listened to episodes of this show.

TO ORDER OR FOR MORE INFORMATION

[www.HelbigEnterprises.com](http://www.HelbigEnterprises.com)

