



Press Release

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For Immediate Release

Enter the Mind of a Business Guru

People looking for an insight into the mind of Australia's leading Business Development specialist, *Tony Gattari*, can now do so with his inclusion in a new top-selling book.

Secrets of Top Sales Professionals Exposed is the latest addition to the 'Secrets Exposed' series, with the book taking people up-close and personal with 14 highly successful sales people from around Australia.

"There is often a negative stereotype with Sales people, however this book provides a new insight into modern day sales professionals such as Tony Gattari," said the book's author, Dale Beaumont.

Tony Gattari is one of Australia's leading Sales Trainers, and has an exceptional track record in sales dating back to his days at Harvey Norman, where he oversaw the growth of the Computer and Communications division from \$12 million to \$565 million in sales over nine years.

"I tend to get branded as a 'retail expert', but I have worked with more than 90 businesses across a host of industries and I guarantee that successful business principles can be applied to any industry," Tony Gattari explained.

"I hope that my thoughts and insights in 'Secrets of Top Sales Professionals Exposed' help people overcome some of the problems they face, and begin to see the potential in their business," he added.

Topics covered in the book include confidence building, sales psychology, questioning skills, closing the sale, time management and phone selling.

"Over the years I've been very successful at selling, but I have also made mistakes. It was great to write about them so others can achieve greater success much faster," Tony concluded.

'Secrets of Top Sales Professionals Exposed' is now available in all good bookstores or can be purchased at www.achieversgroup.com.au.

For more information, or to arrange an interview, please contact:

Tony Gattari

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About Tony Gattari

Tony has over 20 years experience in all aspects of business and currently heads up his Business Development Company, Achievers Group.

Tony was the General Manager of Harvey Norman's Computers and Communications Division, and oversaw the growth of the division from \$12 million to \$565 million over nine years.

His ever-increasing list of clients contains more than 90 businesses including Acer Computers, Harvey Norman, Rebel Sport, Gloria Jeans Coffee, Subway, Australian Geographic, Australia Post and other large and well known companies.



Tony is a contributor to the recent best seller "Secrets of Marketing Experts Exposed" and his regular magazine columns are read by more than 200,000 people each month.

About Achievers Group

In 2002 Tony Gattari established Achievers Group to provide one-on-one business advising in all aspects of business. Since then Achievers Group has expanded to offer more extensive services in areas including:

- Executive mentoring
- Sales training
- Team building workshops
- Business owners mentoring
- Financial planning, individual and group
- Life performance coaching
- Physical training and assessment for individual and teams
- Corporate retreats and or weekend intensives for maximum impact
- Copywriting and Marketing

