



## **Lemonade Stand Selling: Accelerate Your Small Business Growth offers Sales and Marketing Help for Small Businesses**

*New book gives practical advice to immediately impact sales; Touted by business sales experts as a resource for entrepreneurs and small business owners.*

([PRWEB](#)) March 18, 2010 -- As it hits the internet book stands, Diane Helbig's new book, "[Lemonade Stand Selling: Accelerate Your Small Business Growth](#)", (Sales Gravy Press, 2009), is already gaining popularity with sales and small business experts for addressing the most important challenge of every new business: How to sell.

"Lemonade Stand Selling" maps out easy and effective tools for selling with practical examples that apply specifically to small businesses. Written in a straight forward style in short, focused chapters, the book paves the way for the reader to immediately implement sales and marketing activities that can quickly grow the sales and strength of the business.

Sales and small business experts agree. Writes Paul McCord of All Business.com (<http://www.allbusiness.com/company-activities-management/company-structures-ownership/14067276-1.html>): In an easy to read 100 pages, Helbig addresses each of the major selling and marketing issues every business owner must overcome from market identification to identifying, finding and connecting with prospects to account management to planning your company's growth.

Other reviews of Lemonade Stand Selling include top sales advisor, Dr. Tony Alessandra who writes, "Lemonade Stand Selling uses simple, easy to understand, down to earth language and examples to help dispel the myths many people believe about the sales process. ..Even if you consider yourself a seasoned sales person, there are lessons you can learn."

Jonathan Farrington, Chairman of The Sales Corporation, (<http://www.thejfblogit.co.uk/>) blogged "At the core of every successful organization is the ability to sell-nothing happens in this world until somebody sells something. This is a must read book for all small business owners and entrepreneurs".

"I wanted to share these observations and experiences in a way that any business owner could immediately apply to their business and see results," said author Diane Helbig. "If you keep it simple and clear, selling is as easy as back in the days when you had a lemonade stand. You knew what you were selling, you let people know and you delivered a good product that people would pay for – it doesn't have to be difficult."

Diane Helbig owner of Seize This Day Coaching, specializes in small business and leadership development, working with entrepreneurs across the country in a variety of businesses, helping them achieve success. Drawing on twenty plus years of success in driving sales and marketing results and advising others on how to reach their goals, Helbig has a broad-based business leadership background. She has published several articles and blogs, hosts a monthly sales and small business radio show, is a keynote speaker at small business and entrepreneur workshops and events and advises business owners directly through her Certified Business Coaching activities.

Lemonade Stand Selling: Accelerate Your Small Business Growth is available on Amazon.com, BarnesandNoble.com and select bookstores. For more information, visit [www.lemonadestandselling.com](http://www.lemonadestandselling.com).



Lemonade Stand Selling: Accelerate Your Small Business Growth (Sales Gravy Press, 2009). ISBN# 978-981-8004-6-2

#### About Diane Helbig

Diane is a Certified Business Coach and founder of Seize This Day Coaching, working with small business owners and entrepreneurs across the country. Along with several published articles, an e-book and a bi-monthly radio program, Diane has also been guest speaker at numerous sales, franchise and small business events including Corporate College Sales & Marketing Conference, SkillsMAX Annual Users Conference, COSE Small Business Conference and the United Franchise Group 2009 World Expo. A graduate of Michigan State University, Diane lives in the Cleveland, Ohio area with her family.

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