

Your Local Car Salesman Just Might Be Helping in the Fight Against Childhood Cancer

September is National Childhood Cancer Awareness Month and \$10 from every copy of 'Assumptive Selling' sold this month goes straight to the PaulieStrong Foundation



Coeur d'Alene, Sep 1, 2018 ([Issuewire.com](http://www.Issuewire.com)) - Given nearly 16,000 children are diagnosed with cancer each year in the United States, you would think much of the cancer research funding goes to help these kids in their fight against the number one disease killer of children. You'd be wrong.

Sadly, only four percent of all cancer research funding goes toward childhood cancers. In September, during National Childhood Cancer Awareness Month, your local car salesmen, saleswomen, sales managers and dealers just might be helping raise funds to fight childhood cancers – some, without even knowing it.

The author of a new book – one written to help car dealers and their sales teams modernize their sales processes in ways that provide a better customer experience – is hoping to help create awareness of the need for more childhood cancer funding; while also raising a few dollars to fight childhood cancers in the process.

“As a parent, I cannot comprehend the overwhelming agony of hearing your child has been diagnosed with cancer,” said Assumptive Selling author Steve Stauning, “Then, when you learn that just four percent of cancer funding goes to help these kids, it's truly heartbreaking.”

For every copy of Assumptive Selling sold in September, Stauning is donating \$10 directly to the

PaulieStrong Foundation. “It’s an incredibly small gesture in the fight against childhood cancer,” he admits, “But I think it’s critical we all do what we can – regardless of how little we think it is – when we’re talking about the lives of these children.”

The PaulieStrong Foundation

Paul Ulysses Jimenez was just ten years old when he passed away in January 2016 of Rhabdomyosarcoma – rare cancer that forms on soft tissue. He died after just two months of receiving the same treatment children with cancer received more than twenty years prior. Yes, this means that after decades of major breakthroughs in the treatment of adult cancers, children diagnosed with cancer today are still subjected to the same toxic, relatively ineffective treatments from the last millennium. All because of a lack of research funding.

The PaulieStrong Foundation – formed at Paul’s insistence – has a mission to change all that. The Foundation is dedicated to raising awareness about childhood cancers, advocating for change in the way research funds are directed, and helping fund childhood cancer research.

One of the ways the PaulieStrong Foundation helps fund childhood cancer research is through its annual golf event. Later this month, the Foundation will hold its Drive for a Cure golf outing and fundraising dinner in Hartsdale, New York at the Scarsdale Golf Club. The event offers plenty of opportunities for individuals and businesses to do their part in raising money to fight childhood cancers. From playing in the outing to attending the dinner to sponsoring the event to provide items for the raffles and silent auction, there is a way that virtually anyone can get involved.

The 2017 Drive for a Cure event raised \$155,000 – money that went directly to work in the lab to help find cures and treatments for childhood cancer. The 2018 Drive for a Cure is scheduled for September 24; and if you’re interested in helping this year but can’t make it to New York to participate, you can still bid remotely during the silent auction. Just go to the [event site](#) to learn more.

The PaulieStrong Foundation, through various efforts like its annual golf event, has raised nearly \$600,000 in just over two years. It’s a 501(c)(3) organization devoted to bringing more awareness to children’s cancers. Working closely with Memorial Sloan Kettering Cancer Center, their mission is to generate research funding for safe, effective treatments and therapies for children diagnosed with cancer. Learn more at [PaulieStrong.org](#).

Assumptive Selling

Assumptive Selling is Stauning’s newest book, and the first one written solely for the automotive industry. While it’s described as the complete guide for dealers, managers and salespeople to sell more cars for more money, it’s really more about providing a better customer buying experience in the dealership. The central theme of the book is that everyone is a buyer, and they’re going to buy today from you... if you can provide that great experience.

“It’s no secret that people dislike the current car-buying process,” added Stauning, “Today, consumers are arriving on dealer lots armed with all the information they need to make an informed decision. When a salesperson recognizes this – and treats them as a qualified buyer who’s done their homework – it becomes a win/win for the seller and the buyer.”

For vehicle salespeople and managers looking to gain an edge, Assumptive Selling gives them all the tools they need to succeed, while also reducing the time customers have to spend at the dealership.

Of course, because the book is not cheap (\$49.99 on Amazon), it's not for everyone.

"Only those in the car business who are truly committed to selling more cars for more money should buy this book," said Stauning, "There is no lazy man's way to selling 30 or more cars a month."

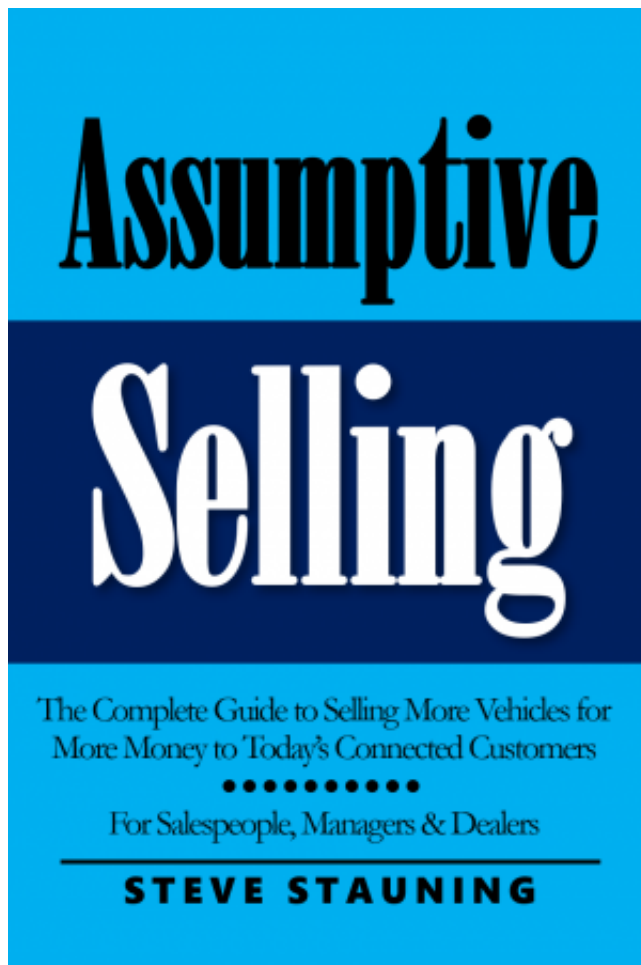
For those not in the car business – or not ready to shell out fifty bucks on a book – you can still help the PaulieStrong Foundation in many ways:

- By donating directly to [the PaulieStrong Foundation](#);
- By purchasing PaulieStrong gear;
- By **always** using the [PaulieStrong Amazon Smile Link](#) when you shop on Amazon.com; and
- By getting involved (as a participant and/or sponsor) of the [PaulieStrong Drive for a Cure Event](#) September 24, 2018.

"I'd love to sell a bunch of \$50 books, but I'd be much happier if everyone reading this found it in their hearts to donate \$50 directly to the PaulieStrong Foundation," Stauning shared.

Assumptive Selling is available in paperback from Amazon.com.

Visit [AssumptiveSelling.com](#) to learn more about the book or to enjoy discounts on bulk purchases.



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