

Passionpreneur Publishing announces the global release of *Sales Is Fun*

The inspiring book by Michelle Strydom is now available via major players in the global book distribution field.

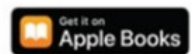


The promotional graphic features a dark blue background. On the left is a large image of the book cover for 'SALES is FUN' by Michelle Strydom. The cover shows a woman in a black suit climbing a blue staircase with a red arrow pointing up, labeled '8 STEPS TO GO FROM ZERO TO HERO'. The title 'SALES is FUN' is in large red and blue letters, with 'is' in a green circle. The author's name 'MICHELLE STRYDOM' is at the bottom. To the right of the book cover is the text 'GRAB YOUR COPY NOW' in white and yellow. Below this text is a stack of three books. In the top right corner, the 'PASSIONPRENEUR PUBLISHING' logo is visible, featuring a stylized figure.

Available On | 







Dubai, United Arab Emirates Dec 7, 2021 ([Issuewire.com](https://www.issuewire.com)) - Passionpreneur Publishing has announced the release of *Sales Is Fun* by Michelle Strydom via the publishing industry's largest global book distribution networks. The book is anticipated to have an inspiring and profound effect on its target audience.

In this must-read book, author Michelle Strydom shares invaluable insights, tools, and techniques to close more clients, smash your sales targets, and succeed in sales regardless of your current skill level – all while having fun at the same time!

Whether you are a multinational organisation or a business owner, this book offers Michelle's highly effective and practical eight-step sales process that will help you land more clients and achieve great sales results. The sole purpose this book was written to fulfill is to help you view selling in a different light, and make you think about the things you never did before to get you results.

The author is living proof that these techniques work, as these are the same steps she used to go from being a complete rookie to leading the sales team for an FTSE-listed multinational and founding her own company!

Full of practical insights and productivity hacks, Sales Is Fun is a witty, entertaining, and inspiring read, which is sure to open your eyes to the secrets of the world of selling and give you a highly effective 8-step process that will take you from greeting the client to cinching that deal. Apply these techniques diligently and this book will help you become the sought-after sales talent that your competitors are desperate to hire, and your organisation is desperate to retain.

The book is now available to inspire readers across the globe through the IngramSpark distribution network and other affiliates which will cover print-on-demand across the UK, Europe, USA, Australia, New Zealand, and the Middle East. The e-book is available in 25+ online bookstores like Amazon, Kindle, Barnes & Noble, and Apple Books in the Middle East.

Testimonials:

Michelle's inimitable style will open up an array of insights into who we are and why we behave the way we do, parceled up with numerous real-life, often hilarious anecdotes and stories that are not only guaranteed to make you laugh but I'm sure will help you understand how to improve your sales performance.

- Paul Haslam
Partner, Bauporte Gulf Building Materials Trading L.L.C.

Until I read this book I would never have equated Sales with Fun! Thank you Michelle for changing the way I think about sales and my entire approach to selling. The 'practice' and 'technique' Michelle lays out in the book gave me invaluable tools to refine the way I sell, to make it more effective more of the time, and ultimately the freedom to really enjoy the process.

- Emma Carbery
HR Director, Creative Zone

About the Author:

Michelle Strydom is the founder and CEO of The SMG Group and the “go-to sales training expert” for business owners and multinational organisations around the world who are struggling to improve their sales results.

She has over 20 years of successful sales performance and corporate experience, 10 years of leadership experience, and is also a certified Behavioural, Motivators, and EQ Analyst with TTI Success Insights and an Emotional Intelligence Certified Coach with Goleman EI. She is a passionate advocate in helping business leaders and their teams accelerate the growth of their businesses. Her training is highly energetic, authentic, and delivered in an entertaining style, and provides a learning experience that is both fun and based on the real business world. Put it this way, once you have experienced here, you will never forget her!

About Passionpreneur Publishing:

An indie publisher, [Passionpreneur Publishing](#) successfully helps entrepreneurs and professional experts become International Authors in as little as 90 days.

[Passionpreneur Publishing](#) specialises in transformational books including business, self-help, personal growth, and spiritual titles in order to help authors share their messages and gain credibility in their chosen fields.

[Passionpreneur Publishing](#) boasts an all-star board of advisors from across the globe covering a wide spectrum of expertise around the books, publishing, and media industry to ensure the application of global best-practice in every service offered and providing a worldwide network of some of the world's top thought leaders.



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