



For Immediate Release

## Following the President's Model: 5 Tips to Build Your Own "Executive Cabinet for Sales Success"

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President-elects of the United States typically spend the two months of transition between Election Day and their Inauguration to assemble their Cabinet and top advisors. President-Elect Barack Obama is no different. The nation and world have been watching with curiosity and interest as to whom Obama will select.

Business and [sales](#) professionals should follow the President's lead and surround themselves with intelligent and trusted people who can help them build referrals and success.

Joanne Black, America's leading authority on [referral selling](#), and founder of No More Cold Calling, explains, "The world is our sales team. We need to be proactive in identifying people who can be great Referral Sources. Like any President or great leader, ordinary people can surround themselves with individuals who are supportive and excel in areas that we don't. For sales professionals, it's important to ask for help and guidance in building a [referral](#)-based business because we never know who someone else may know." [www.NoMoreColdCalling.com](http://www.NoMoreColdCalling.com)

Black offers 5 tips to build your own "Executive Cabinet for Sales Success":

1. **Form a Sales Advisory Board.** This will enable you to brainstorm ideas and create a "**leap in demand**" and more sales for your products and services.
2. **Commit to Building a Referral Business.** Surround yourself with people who are movers and shakers who can refer business to you and vice versa.
3. **Form Alliances.** Think of innovative ways to partner with others to increase your visibility, brand, and attract new business.
4. **Create Accountability.** Choose an accountability partner such as a trusted colleague, coach or associate to share ideas and help each other on a weekly basis.
5. **Become a Thought Leader.** When you are passionate about your expertise and share your knowledge, you will increase your credibility and widen your circles. This leads to new business contacts, [referrals](#) and partnerships.

### About No More Cold Calling



Joanne Black is the author of *No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust*. Her 30-year career includes owning two companies and holding sales and sales management positions with two major consulting and training firms. During the 12 years, Black has built her business solely on referrals and has trained companies in her proven [Referral-Selling System](#). Visit <http://www.nomorecoldcalling.com>