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Laughing In The Face of Stress *For Sales Professionals*©

With National Humorist, Karyn Ruth White

The universal mantra of any high-performing sales person is "If you aren't living on the edge, then you're taking up too much room." The sales animal is a driven beast. Driven to succeed, driven to improve, driven to produce. With all that driving, sometimes it's easy to get car sick. Stress is an inevitable part of the sales profession or any profession for that matter. Research from the American Institute of Stress shows that stress-related illness and absenteeism is costing U.S. Industry approximately \$300 billion dollars annually.

Successful salespeople take advantage of every tool available to them in their quest for top performance. Sometimes those tools are so obvious, we forget to use them to their fullest capacity. THE most important tool any sales person brings to the job is a consistently optimistic attitude. This is not always an easy state of mind to maintain. Part of cultivating this attitude is cultivating the ability to laugh at yourself and at the frustrations inherent in the game of sales.

Laughing In the Face of Stress For Sales Professionals is a high-energy program designed to give you real life tools to help you better deal with the stress of sales. National Humorist and Life Skills Coach, Karyn Ruth White will lead us in a lively discussion on how to use the powerful tool of humor to enhance strong client relationships, keep rejection in perspective, use your victories to keep you energized and keep yourself motivated even when everything doesn't go your way.

Karyn Ruth White is a National Humorist and Life Skills Coach. She is the owner of Laugh and Learn Productions, a Colorado-based company dedicated to inspiring people to live and work with less stress and more enthusiasm. Miss White has worked for over 10 years with large organizations and associations throughout the country and can be reached at krw@karynruthwhite.com.