

# New for 2004

## 40 STRATEGIES FOR WINNING IN BUSINESS



Bud Haney and Jim Sirbasku  
With Deiric McCann

## This book was written to help you grow your business

In *40 Strategies for Winning in Business*, Bud and Jim have distilled the wisdom of hundreds of authors, business leaders, philosophers, Ph.D.s, speakers, teachers, preachers, and personal acquaintances, along with techniques they developed during many decades of operating several businesses. They have concluded that only about 20% of the ideas and concepts the “experts” promote have actual practical application in developing winning business strategies. This book has the 20% that work. Price: \$24.95

In 1991, Bud and Jim took a modest \$25,000 stake to form Profiles International, Inc. and turned it into the fastest growing developer and supplier of personnel assessments. They both have decades of extensive business experience and through the years have mentored hundreds of successful business owners.

### Ideas for promoting your business —

- ❖ Gifts to clients
- ❖ Send to your best prospects
- ❖ Sell at trade shows
- ❖ Give to your Centers of Influence
- ❖ Donate to public libraries
- ❖ Donate to college libraries
- ❖ Donate to Chambers of Commerce
- ❖ Gifts for friends & relatives
- ❖ Prizes at your seminars
- ❖ Door prizes when you speak
- ❖ Leave behind after a sales call

#### Strategic Sales Partner Prices:

1-9 .....	\$13 each
10-24 .....	\$12 each
25-49 .....	\$11 each
50+ .....	\$10 each

**Order from your  
Sales VP today!**

**pi** **PROFILES**  
International, Inc.  
THE ASSESSMENT COMPANY  
[www.profilesinternational.com](http://www.profilesinternational.com)