

Shoeshine Sales Lessons

Six things that everyone in sales should remember

A simple exchange with a shoeshine man illustrated six key lessons for all salespeople...and everyone is ultimately in sales.

Listen...and see...

- How to engage and persuade customers
- How to incorporate the six tips in your business and personal sale/persuasion activities
- How to learn your own lessons by listening to simple experiences with others...because sales and persuasion is a very human business

For a change...

Become better at sales, customer service, management and persuasion at work, at home, and in your volunteer roles thanks to Dion's ability to extract easily understood lessons from life's experiences and share them in clear ways. You can change your organization, too, by adapting these six steps as part of its culture.



Dion McInnis has taken his love of words and images through a variety of careers, all of which have been built on listening, and then celebrating what he heard through his abilities as a writer, photographer and speaker. Passionate, enthusiastic, optimistic and hope-filled for life and living, Dion carries his messages to a variety of audiences. Hearing him will change the way you think.

Dion is the founder of Her Legacies Foundation, a nonprofit that saves women's stories and the images they inspire; was cited as "A Man Who Champions Women" by New Mexico Woman Magazine; and, received the "Caring Heart" volunteer award from Bay Area Turning Point shelter for women.

Dedicated to the stories of the oft-unheard, Dion celebrates the wisdom and truth of women, fathers, children and other "silent" groups (including employees and customers), as well as inspires creativity for everyone

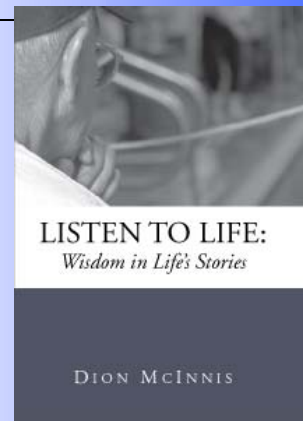
He also shares his knowledge of achieving a vision through holistic fundraising at achievingthevision.com, a product of nearly 20 years in higher education as an advancement professional. More than fundraising, his philosophy aids any organization with a vision to achieve.

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Published in national photography magazines as well in AdvantEdge Magazine, produced by leadership/management leaders Nightingale-Conant, Dion's writings have touched thousands throughout his career, including his essays, stories and columns for a weekly newspaper, a monthly motivational newspaper, a photography club ezine and his own weekly newsletter. The newsletter, titled "Listen to Life: Wisdom in Life's Stories" inspired a book by the same name which was published in December 2005 (available at bn.com, amazon.com or by request at your bookstore)



"I think what got me hooked was the passion he had when he spoke! Don't ever lose it."

"Really, really eye opening."

"I was very impressed with his energy and enthusiasm."

"Absolutely loved it, very inspiring--I love being a woman."

"I think this session helped me most in this area because Mr. McInnis helped us to dig for the person we are, enhance and embody that, and encourage others to do the same and work together."

Attendees at "Women in Leadership" presentation at regional student leadership conference

"It seems to me that we have lost the art of listening to other people, and appreciating that everyone has many stories to tell that can enrich our own lives. This is especially true in the high-tech healthcare field, where caregivers are so rushed to move patients and families through our complex systems. That is what has impressed me about you and the work that you are doing."

Patricia

"Dion's greatest interest is apparent. He uses photography to find TRUTH. We all have different mediums for that search. Dion uses his camera as a means of navigating his way through the trek. Thank you, Dion, for showing us how we look to one another, and to the world that cares to view us."

Teresa

"...as beautiful and intricate as this mountain is, I am equally unique and beautiful. I guess God really did put his best into all things he created...including me. Thanks for helping me see that."

Michelle

After reading Dion McInnis, a genuine creative force, you will yearn to sit down with your best friend, your mother, or your grandfather, and listen to their hearts through their words in a way you never have before. McInnis makes you remember why we're all alive. Have a tissue ready, and get ready to laugh...the best of both worlds in one book!

Candace

McInnis encourages readers to listen with an attentive ear to the simple elegance and wisdom of the stories he offers. Some of these stories entice the eye, as well. McInnis -- a writer, philosopher, and photographer -- punctuates some of his entries with photographs, both intimate and transcendent. I highly recommend this book.

Sallie

"I liked the method you chose to help people recall their experiences--personal places in time -- national remembrances in time, etc. I took several writing courses in LA (everyone wanted to be a writer) -- but that was the first time I saw that type of way to open people up to their history - really neat. ... you bring a great gift in what you are doing and the way you communicate to others. I thoroughly enjoyed the session...it was great."

Marilyn

**Bay Area Turning Point ~ NASA/Johnson Space Center ~ Houston Baptist University ~ UH-Clear Lake
Texas A&M Maggies ~ Marquette University Women's Conference ~ Clear Lake Association of Seniors Programs
Houston Photographic Society ~ Bay Area Camera Club ~ Unity Church Women's Group
Association of Business and Professional Women ~ American Business Women's Association
International Association of Administrative Professionals ~ Texas A&M Reveille Club of Houston
Lamar University Student Leadership Conference ~ Future Leaders of America—Clear Lake High School
Schlumberger Women in Science and Engineering ~ Association of Women in Computing
Community Assistance Providers of Clear Lake ~ New Mexico Women's Summit ~ University of Houston
Texas Organization of Residential Care Homes ~ Girl Scouts-Chaparral Council
Carmel Temple ~ Southern Methodist University Women's Conference ~ and growing weekly!**