

FOR IMMEDIATE RELEASE
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Total Career Success with Ken & Sheryl Dawson —
VOICEAMERICA INTERNET RADIO

July 6, 2009 Show Features Steve Howard on Boomer Selling –
Helping the Wealthiest Generation Buy and Accelerate Economic Growth!

Houston, TX – Steve Howard, nationally known speaker and writer, is founder of The ACT Group, Inc., a training and consulting firm. His new book, *Boomer Selling*, is a practical resource to help organizations understand the motivations and buying habits of this unique generation. “When the American economy recovers, it will be on the backs of Baby Boomers,” said Steve Howard. Howard shows in *Boomer Selling* why:

- Baby Boomers are the engine that drives our economy
- Most companies are wasting money going after the wrong customers
- Customization is critical when selling to boomers
- 80% of Boomers are willing to pay for premium products

While much emphasis has been placed on generations X and Y and the Millennial in our society, Howard points out the incredible buying power and influence of this record setting generation. Consumer spending is the backbone of our economy, so the best thing any business in America could do right now is to learn how to sell to Boomers. It's not only good business, it is good for the economy!

Show co-host Sheryl Dawson shared, “Steve Howard has his finger on the pulse of the Boomer generation. His analysis of their purchasing motivations and styles are right on target – I know, because I am one of them!”

Co-host Ken Dawson added, “You may be asking what boomer selling has to do with careers. As Steve points out, consumer spending represents two thirds of the economy and Boomers have 70% of the country's wealth. Those statistics are proof that a great reservoir of economic buying power is waiting to be tapped. When it flows into the economy, job and career opportunities will be enhanced as well. Listen in for practical techniques to improve your company's sales strategies and win over a loyal customer base.”

The show is designed to inform and encourage listeners to achieve their career goals by featuring experts and business leaders to provide advice on job search and career advancement. To listen to the broadcast, please visit www.voiceamerica.com and enter Total Career Success. The show will air live at 11 a.m. – noon Central on July 6 and will then be available as an archive on the web site, or can be downloaded to MP3 players and cell phones.

Steve Howard, Consultant and Author

Steve Howard is a nationally known speaker and writer. He is founder of The ACT Group, Inc., a training and consulting firm based in Phoenix, Arizona. The unique perspective he brings to his readers, audiences and clients comes from his diverse background. His marketing and sales responsibilities have included distributing psychological warfare leaflets from a low flying airplane in Viet Nam, establishing a new statewide territory for a national service organization, and designing effective sales and marketing programs for his clients on limited budgets.

Steve Howard is the author of *50 Low Cost Ways to Acquire New Customers* and *Boomer Selling*[®]. He also created the 4-day No Pressure Selling[®] program that has helped The ACT Group's clients "*Increase Profits Through Knowledge*"[™] for over 15 years.

For more information, visit <http://www.boomerselling.com>

About Total Career Success

Total Career Success is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, and syndicated on World Net Radio; the show aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of *Job Search: The Total System*, 3rd edition. They have served corporations in outplacement and career development as well as talent management for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations.

For more information, visit <http://www.betterjobbetterlife.com/mediahome.shtml> and <http://www.dawsonconsultinggroup.com>

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