You Lost Him at Hello
A Saleswoman’s Secrets to Closing the Deal with Any Guy you Want
Jess McCann

According to Jess McCann, women just don't know how to date. They make decisions with their hearts and hormones, instead of their heads. They don't realize that dating is a delicate process, and at any moment they can lose a man's interest. Some women lose him after sex, some lose him on date three, but the majority of women out there lose him at hello.

But there is hope. McCann has discovered the formula for dating success. No, she is not a psychologist. She is a saleswoman. Her livelihood is based on getting the results she wants -- it is clear to her why women do not get the results they want. They don't know how to sell themselves.

Women need to understand that getting a man to commit is exactly like making a sale. Everything they say and do throughout the dating process will either move him closer to a relationship, or closer to moving on. With the right moves, a woman can close the deal. With the wrong ones, she can lose him at hello.

You Lost Him at Hello: A Saleswoman’s Secrets to Closing the Deal with Any Guy You Want (HCI Books -- $14.95) entertains while it teaches. Using her own real life experiences, McCann teaches women:

How do you get a guy to approach you? (Use the SEE Factor)
How to get him to call the very next day? (End at the Height of Impulse)
What’s the most important thing to remember on a first date? (The KISS Principle)
How to keep him intrigued. (Hold Back Your Bullets)
To recognize if he is really interested. (Learn to Recognize Buying Signs)
How you can avoid coming off as desperate or needy. (Filling the Funnel)
… and much more.

In You Lost Him at Hello, readers will learn how to date successfully by using proven sales techniques. The very same techniques that make good salespeople rich, can and will get women down the aisle.
ABOUT THE AUTHOR

Through her education and experience in business, Jess McCann has made the remarkable discovery that dating is really a simple series of techniques that anyone can learn and succeed with.

At age 23, Jess founded her own company. Along with being the president, she was also the manager of her thirty person sales team. She routinely taught the basics of sales while lecturing at leadership conferences around the country.

In 2004, Sir Richard Branson chose Jess as one of the 16 top entrepreneurs in America and she appeared on the Fox Reality Show The Rebel Billionaire.

In 2005, Jess began writing "You Lost Him at Hello". Although Jess herself used to be as clueless about dating as Alicia Silverstone, her dating track record now rivals her professional accomplishments. She has dated professional athletes, TV and radio personalities, as well as one of Forbes 40 Richest men under 40.

Jess continues to coach women around the country using a simple strategy that is proven to work regardless of who you are or what you look like. Visit Jess McCann at: www.jessmccann.com

Available online and bookstores or to order directly from the publisher, contact:
(800) 441-5569 or www.hci-online.com

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