



## News Release

For Immediate Release

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### **Budget Marcom Solutions' owner Dan Portik partners with sales expert and best-selling author Tom Hopkins to co-author book on new online selling techniques**

November 5, 2016 (Cleveland, Ohio) Dan Portik, owner of Budget Marcom Solutions, LLC in Avon, Ohio, has been acquiring new business and clients over the past three years using his unique online selling system. His cyber-prowess even caught the attention of world renowned selling guru and motivational speaker Tom Hopkins who responded to one of Dan's LinkedIn messages.

Tom, the author of "[How to Master the Art of Selling Anything](#)™," which has sold over 1.6 million copies worldwide, was so intrigued by the contents of Dan's message and concept that he had one of his executive team members contact Dan to learn more about his proven online selling strategy. This led to further discussions and an agreement to co-author a book dedicated to helping others learn about this effective online selling system. The book, currently untitled and under development, is scheduled to be published and available online and in bookstores in 2017.

According to Budget Marcom Solutions' owner, Dan Portik, the power of online selling became more evident as he saw companies increasing their use of online videos and targeted messaging through "business" social media channels like LinkedIn, YouTube and Facebook. "In fact, our unique online selling system has led to new projects with several out of the area clients where we have never met face-to-face - having conducted all communications through email and online tools." states Mr. Portik.

"Value conscious companies big and small are continually searching for ways to increase their bottom lines and we're hoping that the new book will become a must-read for today's tech savvy sales people."

"I'm always eager to develop new ways for sales professionals to get better results," adds Tom Hopkins, "I'm excited about what Dan Portik brings to this collaboration based on his own success in selling via social media."

"I'm seeing online devices such as smart phones and tablets becoming the main channels of business-to-business selling and communications as they are replacing in many cases phone calls and personal visits," states Portik, "I'm hoping this new book can serve as a guide to help young and veteran sales people everywhere learn how to turn these devices into powerful selling tools."

For more information about the upcoming book contact Dan Portik at Budget Marcom Solutions, LLC. at 440-653-9911 or [dan@budgetmarcom.com](mailto:dan@budgetmarcom.com).

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