

**Doug Dvorak to publish his 14<sup>th</sup> book titled.  
“The Sales Coaching Playbook  
How to Transform your Sales Team into Sales Champions”**

Chicago, Illinois, January 10, 2024: Master Certified Sales Coach & Motivational Hall of Fame Speaker Doug Dvorak is pleased to announce he has published his 14<sup>th</sup> book on sales excellence & coaching titled – “The Sales Coaching Playbook – How to Transform your Sales Team into Sales Champions’. The book is available on Amazon, Kindle, and fine book retailers worldwide.

About Doug Dvorak:

The well-known [sales coach](#) and motivational speaker, who has delivered presentations and workshops in more than 100 countries to over a million people. In his workshops, Dvorak discusses issues, such as helping teams work together, allowing them to have fun without sacrificing efficiency and productivity, resulting in improved overall morale, increases in productivity and reductions in overall turnover.

Doug Dvorak is the world’s leading motivational speaker, [sales trainer](#) & sales coach. He speaks over 50 times per year around the globe. Dvorak is a member of the motivational speaker hall of fame, is a CSP (Certified Speaking Professional) and holds a BS, MBA & Doctor of Laws, hc. Dvorak is also a graduate of Second City, the oldest & most prestigious improvisational comedy school in the world.

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