

**Sales Coach & Master Certified Sales Trainer Doug Dvorak  
To publish/launch his 14<sup>th</sup> book on sales and leadership:  
“The Sales Coaching Playbook – How to Transform Your Sales Team  
into Sales Champions”  
on April 15, 2024**

Chicago, Illinois, April 15, 2024: Doug Dvorak is pleased to announce that he will be publishing/launching his 14<sup>th</sup> book on sales coaching. His new book, “The Sales Coaching Playbook – How to Transform Your Sales Team into Sales Champions” is available on Amazon, Kindle, and bookstores worldwide.

The well-known sales coach and motivational speaker, who has delivered presentations and workshops in more than 100 countries to over a million people, will be working with ALA to help its team by covering the importance of motivation & leadership.

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.

To learn more about Doug Dvorak, his books/eBooks, and his workshops, visit his site online at [salescoach.us](http://salescoach.us) or contact him directly at (847) 359-6969.

About Doug Dvorak: 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.

Company: Doug Dvorak  
Address: 1061 W. 16th St. #306  
City: Chicago  
State: Illinois  
Zip code: 60608  
Telephone number: (847) 359-6969