

Vitale recognized for third book

BY SHERRY F. PRUITT

JONESBORO—

Professional speaker Paul Vitale of Little Rock has made numerous visits to Jonesboro, making presentations at schools in the Jonesboro School District and speaking at Jonesboro Regional Chamber of Commerce events.

But now, he's being recognized for writing his third book, "Sell With Confidence: Unlock Your Potential," which follows his first book 10 years ago, "Are You Puzzled by the Puzzle of Life?" and his second, "Pass It On."

"Jonesboro has been extremely welcoming to me," he said. "This part of the state is hospitable."

The Russellville native said by phone Monday that a number of his clients and colleagues encouraged him to write about salesmanship and customer relations.

The 200-page book contains 10 chapters, answers to "essential questions" and two bonus sections on pitching with confidence and quality customer care.

Kathi Turner, career and technical coordinator at the Crowley's Ridge Educational Service Cooperative, said Tuesday that federal funds have paid for Vitale to make presentations to at least

10 schools in Northeast Arkansas over the past few years.

"Paul has such a message for kids that they need to hear about today," she said. "They need to hear how to treat people, how to be someone's hero,

"Sharing the importance of integrity, rapport, composure and intuition, mentors give junior sales reps an edge when coming out of the starting gate," he says in chapter 4.

Vitale often shares with

possible," said the 37-year-old Vitale.

Just as Vitale was influenced by his teachers, he is now the one influencing school children. Vitale often encourages young audiences assembled in school gymnasiums to be careful with their actions and with their words because once the words come out of their mouths, they can't be taken back. He illustrates his point with a tube of toothpaste and a student volunteer during his presentations.

"Once you squeeze the words out, they have been spoken. Even if you wanted to put them back in, it's impossible to do," Vitale writes. "You might clarify, explain, apologize or try to correct the statements, but in the process, things can become quite muddled."

Vitale, usually upbeat, said he looks at every day as new and chooses how to respond to everything. He's a positive role model for youngsters, Turner said.

He and his wife, Jessica, live in Little Rock. Vitale's new book is available at Hastings bookstore in Jonesboro. ■



Paul Vitale, a professional speaker and author, addresses Annie Camp Junior High School eighth- and ninth-grade students in the school's gymnasium in this file photo.

how to look people in the eyes and shake hands."

In fact, Turner and six family and consumer science teachers from Northeast Arkansas are working on a new curriculum for the subject. The area will be called consumer service, and Vitale's book will be used as resource material, Turner said.

In the book, Vitale encourages readers to develop sound mentors.

his audiences a challenging journey from childhood to adulthood because of a learning disability—a speech impediment. Although he gives credit to teachers, counselors and tutors for supporting him, he said his parents offered him the greatest encouragement "along the roads I wanted to travel."

"But I always give credit to educators who said things are always