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SENIOR MANAGEMENT SERVICES

# Press Release

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## Bay Area CEO reveals career secrets to raise and promotion.

January 27, 2004:

Are you sabotaging your own career? Bay Area CEO reveals secrets to career advancement in his new book entitled, "7 Easy Steps to your Raise and Promotion in 30-60 Days." Mike Hayden, CEO of Senior Management Services said, "This new e-book tells employees how to leverage what they already know into a career move that benefits everyone. It tells how to turn career stagnation into career advancement, based on information I've proven to be valuable." This new book tells:

- How to evaluate your current position.
- How to pinpoint excellent new positions.
- How to execute each of 7 steps to assure success.
- How to build trust and rapport with prospective managers.
- How to pre-sell your promotion and get management's cooperation.
- How to build a solid foundation for career-long personal advancement.

Kathy Gillen, president of GillenGroup says, "I know many people who would never have been laid off if they'd had this program in place -- and I'll encourage my clients to use it as they plan their next promotion."

"7 Easy Steps to your Raise and Promotion in 30-60 Days" retails for \$97 and comes with step-by-step workbook plus bonus book, "How to Build your own Organization." (\$49 Value). For more information, visit: <http://www.SeniorManagementServices.com/7-steps.html>

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Senior Management Services, founded in 1984 by Mike Hayden, is a business consulting firm that helps clients increase profits by re-engineering processes, managing quality, and developing effective organizational strategy.

SOURCE Mike Hayden of Senior Management Services, **(408) 817-5684**

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