

Sales Leader Michael Pozun Spent Years Chasing the Scoreboard. His New Book Asks Whether We've Been Keeping Score Wrong.

Retail Out Of It challenges thinking about sales, leadership, and success—and argues the strongest results begin when we stop treating people like transactions.

NEW YORK CITY, NY, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- For much of his career, Michael J. Pozun III knew exactly how success was measured: revenue, growth, rankings, titles, and wins. There was always another number to hit and another scoreboard to climb.

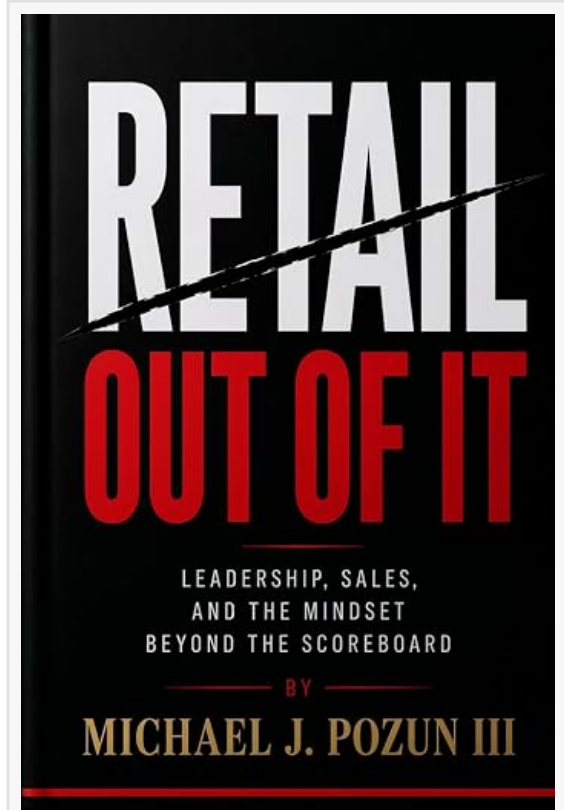
Then he started writing a sales book. What emerged was something very different.

In *Retail Out Of It: Leadership, Sales, and the Mindset Beyond the Scoreboard*, Pozun challenges professionals to reconsider some of the conventional thinking surrounding sales, leadership, influence, and achievement—and asks a deceptively simple question: What happens when we take the transaction out of the relationship?

Drawing from decades of leadership, sales, competition, coaching, successes, and failures, Pozun explores the assumptions people make about customers, employees, colleagues, and even themselves. His argument is not that results don't matter. They do.

It's that people matter first.

Retail Out Of It rejects gimmicks, scripts, and manipulation in favor of curiosity, trust, communication, and genuine human connection. It examines how assumptions affect relationships, why listening can be more powerful than talking, and how leaders can remain fiercely competitive without reducing every interaction to a number.



Retail Out Of It by Michael J. Pozun III

"Somewhere along the way, I realized I wasn't writing a sales manual anymore," Pozun said. "I was writing about people. Sales, leadership, parenting, relationships—they keep coming back to many of the same things. Are we listening? Are we making assumptions? Are we trying to understand someone, or are we simply trying to get the outcome we want?"

That realization also forced Pozun to reconsider his own definition of success. Growing up in Pennsylvania, he remembers being the kid not everyone expected to succeed. For years, achievement carried an element of proving people wrong. Competition, titles, numbers, and professional accomplishments became part of the scoreboard.

Eventually, the scoreboard changed.

"I don't want this book to prove what I've accomplished," Pozun said. "I want it to help someone else accomplish more."

That shift—from proving something to contributing something—runs throughout *Retail Out Of It*.

The book draws lessons from business, leadership, athletics, relationships, and Pozun's own mistakes and experiences rather than presenting a traditional formula for selling.

Its message extends beyond sales professionals to managers, executives, entrepreneurs, coaches, and anyone whose success depends on influencing, communicating with, or leading other people.

And Pozun is putting the book's message into practice. For every paperback and hardcover copy sold, \$3 will be donated—\$1 each—to the Alzheimer's Association, C5 Youth Foundation of Texas, and the ASPCA, supporting causes connected to people, opportunity, and lives that matter beyond any professional scoreboard.

The book's final challenge may also be its simplest: Chase the dream, not the dollar. Because eventually, the numbers disappear.

What remains is the impact we had on people.

ABOUT MICHAEL J. POZUN III

Michael J. Pozun III is a business leader, author, and longtime sales executive whose career has centered on building teams, developing leaders, and driving organizational growth. His experience spans executive leadership, sales strategy, retail, wholesale distribution, coaching, and education.

Rather than presenting himself as someone who has always gotten leadership right, Pozun

draws heavily from the wins, failures, difficult conversations, relationships, and lessons that changed how he thinks about success.

Retail Out Of It: Leadership, Sales, and the Mindset Beyond the Scoreboard is his first book.

AVAILABILITY

Retail Out Of It: Leadership, Sales, and the Mindset Beyond the Scoreboard is available now in paperback and eBook, with additional formats forthcoming.

For book information, resources, and more from Michael J. Pozun III, visit <https://www.michaelpozun.com>

The book is available at: <https://www.michaelpozun.com>

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