

Jail Sales Turns a Life of Hard Lessons Into a Practical Story of Sales and Redemption

William Frank Snow combines memoir and accessible sales guidance to show how past mistakes, setbacks, and fear do not have to determine a person's future.

NEW YORK CITY, NY, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- Author William Frank Snow, known as Bill, combines autobiography, redemption, and practical sales lessons in *Jail Sales: How to Succeed in Sales, A Redemption Story*. Snow's turning point came after an arrest in 1986, when his first child was on the way and he faced a defining decision about the direction of his life. After an honorable discharge from the United States Army and the upheaval surrounding his arrest while working for a home improvement company, Snow entered the rent-to-own industry and began an unexpected journey toward becoming an accomplished salesperson.

For the next 17 years, Snow says he viewed his job partly as a place to hide, fearing how an arrest in his past might affect opportunities with prospective employers. Instead of allowing that fear to stop his progress, he concentrated on becoming the strongest salesperson he could be. *Jail Sales: How to Succeed in Sales, A Redemption Story* chronicles that transformation while presenting straightforward lessons for succeeding in sales. Rather than relying heavily on charts, graphs, or technical language, Snow intentionally writes for readers across different educational and reading backgrounds.

The memoir also reaches well beyond the workplace. Snow recounts formative experiences that include a friendship with Kenneth "Boo" Donaldson spanning more than five decades, surviving a shooting during a late-night outing, suffering a serious knife wound, confronting intimidation while making collections in Miami, and remembering the intervention of Nate Sanders during a dangerous schoolyard confrontation. These experiences give *Jail Sales: How to Succeed in Sales, A Redemption Story* its autobiographical foundation, connecting sales principles to resilience,

JAIL SALES

How to succeed in Sales,
A Redemption story



William Frank Snow (Bill)

Jail Sales by William Frank Snow
(Bill)

confidence, relationships, confrontation, and the choices that can redirect a life.

Snow particularly hopes to reach people seeking a new beginning, including those affected by past incarceration, substance abuse, career dissatisfaction, or other circumstances that can make opportunity appear limited. He emphasizes that his own legal history should not be mischaracterized: Snow states that he was set up by the home improvement company, is not a convicted felon, and entered a plea to avoid the possibility of serious jail time. His broader message remains focused on refusing to let a difficult chapter become a permanent limitation and viewing sales as a skill capable of opening unexpected professional possibilities.

William Frank Snow describes *Jail Sales: How to Succeed in Sales, A Redemption Story* as far more than a conventional sales manual. Written with what he characterizes as brutal honesty and compassion, the book brings Sales 101 together with the experiences of a man who found himself contemplating his future from a jail cell and later discovered opportunities he once could only imagine. Snow's story is ultimately aimed at readers ready for change, presenting sales not merely as a profession but as a vehicle for confidence, reinvention, and a second chance.

The book is now available—secure your copy here: <https://a.co/d/0bm3dEFq>

For review copies, interview requests, or additional information, please contact:

William Frank Snow (Bill)
BrightKey PR
bill.snow15@gmail.com

This press release can be viewed online at: <https://www.einpresswire.com/article/942052144>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.