

"I've been in sales 12 years and this is by far the best seminar I have ever been to. I know I will double my sales in the next 2 years. Thanks so much." - R. B., Dallas, TX

Bob Burg's **ENDLESS REFERRALS**

AND

Brian Tracy's **21st CENTURY SELLING**

Thursday, November 19, 2009
Dallas, TX - Dallas Convention Center



BOB BURG

ENDLESS REFERRALS

How To Gain Loyalty
From Existing Prospects
and Get More Referrals

8:30 am - 12:00 pm

In this session by best-selling author and sought after speaker, Bob Burg, you will learn to:

- How to generate sales out of "thin air"
- Profitable Follow Up Techniques
- How to really find "Acres of Diamonds" (meaning, A-list referral sources) in your own backyard
- The two questions that will immediately cause a stranger to want to know more about your business
- The "One KEY Question" that will separate you from everyone else
- One no-fail method for instantly leveraging your new contacts
- One principle that, if used consistently, will position you as the center of influence others want to know and do things for
- Three very simple and easy follow-up methods that will position you in their mind as the only person in your field to introduce to decision-makers...AND much more!

If you've ever asked yourself the question, "Who do I talk to next, now that my list of active prospects has run out?" then this program is for you! Bob Burg will arm you with a system to gently and persuasively develop and cultivate relationships that will result in a network of endless prospects and referrals.



BRIAN TRACY

21st CENTURY SELLING

How to Sell More,
Better, Faster and Easier
in Tough Markets

1:00 pm - 5:30 pm

In this session taught LIVE by BRIAN TRACY himself, the best salespeople in the region will learn to:

- Make more sales, faster and easier in any market
- Find and focus on more and better prospects
- Quickly build high quality relationships
- Identify exactly what the prospect wants and needs
- Make powerful, persuasive sales presentations
- Overcome any objection or resistance to buying
- Close the sale seven different ways
- Use the "Golden Triangle" of selling
- Take complete charge of your selling career
- Manage your time and double your productivity
- The Seven Secrets of Super Selling
- And much, much, more.

THE NEED

To compete in today's marketplace, salespeople must have the key skills necessary to get more and better appointments, make more effective presentations, and close more sales.

WHO SHOULD ATTEND?

Outside Salespeople, Inside Salespeople, Retail Salespeople, Customer Service, Marketing staff members, President, CEO, V.P. Sales, Sales Manager, Trainer, Human Resources, Team leader, business owner and anyone who deals with customers or supports those who do! Each participant receives a complete workbook with every key point and idea, checklists, and resources for increasing sales and improving business results.

**Double your income in the next twelve months? Is it possible? YOU BET IT IS!
Lead a team that is the envy of all your competition? YOU CAN LEARN HOW!**

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THE PRODUCTIVITY PEOPLE  COM
Making Companies Better One Person At A Time