

When many people hear the word salesperson, they think of someone that is manipulative, pushy, or self-interested. Some salespeople do have unhealthy and unhelpful selling practices. Those behaviors actually cause underperformance and fosters peoples' negative perceptions of sales. Other salespeople are so afraid of coming across as manipulative, pushy, or self-interested that they are not confident, clear, or assertive when they need to be, which also leads to diminished sales results.

Being a true sales professional means not being interested in what is in it for you or overly concerned with what someone else thinks of you, but instead being completely focused on the service of others.

As a Senior Partner and Vice President of recruiting for the world's leading coaching, training, and speaking firms, and as someone who has also stayed in the trenches for two decades as a top performing sales professional himself, Dave sees sales as a pure and noble profession. He knows how to help sales people see their career in that light.

In this program, your audience will:

- Know how to work with and through their fear
- Leave past failures in the past to create a profitable future
- Have a clear vision of what they want and why
- Devise a realistic plan to achieve their goals
- Have intense focus on their income-producing activities
- Be equipped with more than a dozen practical tools and techniques to increase their prospecting effectiveness

When salespeople truly see that selling is a service and behave in alignment with that belief, sales will follow. This program will make sales more fun, rewarding, and natural, leading to better retention of your team members and consistently higher sales results.

What leaders want is to have an organization of motivated, productive team members. However, most leaders have never been taught how to truly be servant leaders. Instead of understanding that their role is to serve the people in which they are entrusted and knowing how to lead by putting others first, most leaders are overly focused on driving results. Consequently, they unintentionally create cultures with low morale, high turnover, and decreased production.

As a Senior Partner and Vice President of recruiting for the world's leading coaching, training, and speaking firm, Dave Brown knows how to develop servant leaders who can guide their teams to peak performance.

In this powerful and insightful program, you will learn how to:

- Help your people see their career as a mission rather than just a paycheck
- Create meaningful connection through vulnerability
- Cultivate a culture where people feel like they are growing personally and professionally
- Give your people significance by always having enough time
- Build a team that listens, supports, and challenges one another
- “Excel-orate” your team members, expanding their belief and performance
- Create a culture where excellence is its own reward

Servant leaders care about their people. They are interested in developing their people and moving them towards their goals and dreams. Servant leaders are builders of people. When you build people, those people build strong organizations.

PAINLESS PROSPECTING

The Six Remedies for Call Reluctance



A study conducted by psychology researchers found that as many as **80%** of salespeople who fail do so because of insufficient prospecting activity. Call reluctance is a serious problem that costs the average salesperson as many as fifteen potential new accounts each month to competitors. Plus, call reluctance can not only be a paralyzing fear for an individual but also contaminate the culture of an organization with low morale, resulting in distraction and loss of focus for an entire team.

In this program, Dave first breaks down the underlying psychological barriers to prospecting and then gives tangible techniques that are proven to help a salesperson overcome fear, improve their confidence, and increase the likelihood of success.

After hearing Dave's hilarious and relevant speech, your salespeople will learn how to:

- Free themselves of the fear of prospecting, creative avoidance, and call reluctance
- Create credibility quickly, making prospecting easier and more effective
- Remember the names and stories of prospects and clients forever and increase their closing percentages by using third-party selling
- Have intense focus on their income producing activities
- Be equipped with more than a dozen practical tools and techniques to increase their prospecting effectiveness
- Create unstoppable positive momentum towards their goals in business and life

Dave's program will improve retention, performance, revenue, and morale by giving your sales people the tools they need to make prospecting painless.



For tools and tips, please visit

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THE ANSWER LIES BEHIND THE NEXT DOOR



Exploring the Power of Personal Persistence

Burnout, fatigue, setbacks, pressure, resistance. These are just a few of the natural forces that all professionals bump up against every single day in their path to achieve greatness. And far too many of them lose out to these discouraging dynamics because they simply haven't been educated on the principles that make personal persistence possible. This naturally hurts the performance of teams and companies through increased turnover, decreased job satisfaction, and lower productivity.

In this eye-opening program, Dave Brown, a record-breaking door-to-door salesman, shares the psychology that top performers understand and utilize to get themselves to push on in the face of any challenging situation or circumstance. Both sales and non-sales audiences will enjoy this powerful presentation that will help them to:

- Free themselves from the pressures of perfection to instead become pleasantly persistent in their pursuits
- Become more customer-centric and give exceptional service to others
- Engage in healthy competition rather than negative comparison

Most of all, attendees will learn the secret psychology of persistence and how to break through the invisible barriers that hold you back from doing what it takes to achieve your goals in life.



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