

# Expert Skills for Business Leaders

The secret weapon of top executives & leaders is a powerful and accurate memory.



Team & Professional Skills Training for Executives, Managers, Sales, CSRs, Operations  
Scope of Training: Keynote, 1/2 Day, Full Day, 2 Days

## **MemoryPower for Sales & Customer Service** **Expert Skills that Influence Sales, Performance & Profits**

The secret weapon and core competency of all successful sales and customer service professionals is a powerful and accurate memory.

Whether it's names and faces, numbers, client details or conversations, every customer interaction is an opportunity to build trust and credibility and demonstrate your capability to deliver for your customer, your company and yourself.

Developed exclusively for the busy sales, customer service, back-office and front-line professional, this deep-dive into memory expertise for sales and customer service professionals by renowned memory expert Scott Bornstein will teach you the most important skill-set a person can have to improve professionalism, job performance, the customer experience, and most importantly, to close more sales.

Using Scott's MemoryPower metrics, best practices and simulations, and your sales systems and marketing content, discover how to have unfailing confidence in your memory power to eliminate the knowledge and performance gaps that hurt execution, collaboration and customer relationships.

Every point of customer contact is a memory test. Do you need better skills to pass it?

Here's a perfect opportunity to align teams and operations in an "outside the box" training that will have an immediate impact on sales and service. These tools will benefit everyone in the company, **immediately**, that day, to be more knowledgeable, professional, poised and effective.

# Total Recall Total Credibility

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Drive success and accomplishment  
with a stronger memory.



Team & Professional Skills Training for Executives, Sales, CSRs, Operations  
Sample Schedule of typical 1 Day Training

## **MemoryPower for Sales & Customer Service** **Expert Skills that Influence Sales, Performance & Profits**

### **AM General Session      The MemoryPower Competitive Advantage**

- Discover the compelling competitive advantages of a powerful and accurate memory
- Identify the consequences of poor memory on people, sales, and organizational performance
- Learn the 5 Laws of MemoryPower and the 10 Day Rule
- Master 3 MemoryPower systems that make rapid recall and effectiveness possible
- Time management strategies and tools – the art of “paired comparison”
- 6 Steps that make names, faces, facts & details unforgettable!
- How to expand your MemoryPower systems to keep pace as knowledge demands increase
- Case study, tailored best practices, connecting the dots and next steps

### **PM Executive Session:      The MemoryPower Sales Advantage**

- The MemoryPower Metric: Aligning the sales process, sales scripts, objections, competitive advantages drill-down
- Level 2: MemoryPower recall system for presentations, meetings, conversations, tasks
- The Bornstein Number Recall System for business
- Assimilate, comprehend, retain what you read and hear – Mind-Mapping and “trigger” words
- Names & faces – part 2: introductions & networking simulation
- Final practices using customer names, facts, numbers and details for groups of 10+
- De-brief and next steps