



MEMORYPOWER FOR SALES PROFESSIONALS

MEMORY SYSTEMS & SALES PROCESSES THAT CLOSE MORE SALES

The secret weapon and core competency of all successful sales professionals is an accurate and unfailing memory.

Whether it's names & faces, client information, sales scripts, industry knowledge, key metrics, tasks, follow-ups, or accurately recalling details from conversations or negotiations, every single day your credibility, influence, and trust is measured by the limits of what you can remember.

Simply put, if you can't remember well, you're losing sales.

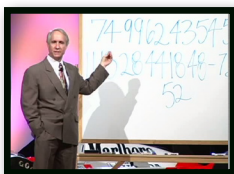


In this special training designed for the new-hire or seasoned sales professional, master three memory systems & four critical sales processes that will decisively boost your sales effectiveness, drive activity, power business and personal relationships, and most importantly, grow the quality and quantity of your sales!

Scott Bornstein, world's foremost business memory training expert to sales professionals across 50 countries, will leave you amazed by your newfound systems and ability to recall vital facts, knowledge, and names & faces with ease ... *and* feeling like the smartest person in the room.

Here's what you'll learn to immediately impact sales and personal/team performance:

- 1) How MemoryPower Influences Sales, Trust & Competitive Advantage
- 2) Neuroscience, The 5 Laws of MemoryPower & the 10 Day Rule
- 3) Bornstein's 3 MemoryPower Systems for Sales Processes, Scripts & Handling Objections
- 4) 6 Keys to Flawless Recall of Names & Faces, Facts & Details • Group Practices
- 5) The MemoryPower Focus: Core Values, Purpose, Brand Promise, BHAGs
- 6) Onboarding Best-Practices • 8 Negotiating Secrets • Sales IQ • Taking Action



Scott Bornstein's powerhouse presentations and executive training systems are rated among the best by the world's premier peer-to-peer CEO organizations - Young Presidents' Organization, Vistage/TEC/Executive Agenda, and the Entrepreneurs' Organization. Scott has had the privilege to train more than 25,000 of their CEO members in 50 countries, as well as 300,000 professionals, salespeople and students on four continents since 1986.

From Harvard Business School OPM graduates to Franklin Templeton analysts, Cognos and IBM sales professionals to Starwood Resorts & Accor Hotel GM's and hospitality staff, fund managers and traders in Asia, Australia, the UK and US, to students from primary grades to law and medical school, everyone who experiences Scott Bornstein walks away amazed and smarter, with a better memory to meet the demands in business, school and life.