



# SCOTT BORNSTEIN'S MEMORYPOWER FOR SALES PROFESSIONALS

What you remember is **crucial** to doing your job well and **fundamental** to effective **sales**, better **decisions**, and better **results**.

It is a key competency between a **sales leader** and **influencer** and others. It creates a competitive advantage, a **situational fluency**, a calm **credibility**. Having a superb memory inspires awe, trust and **commanding respect**.

Across 52 countries, more than **10,000+** high-performing **sales professionals** and their teams have learned Scott Bornstein's exclusive memory system to maximize **face-to-face time** and key relationships, close more sales, **win** customers for life, make clients **feel valued** and brilliantly connect a company's **value** and **bottom-line solutions** to a customer's needs.

video overview



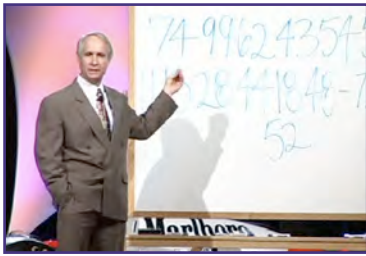
When you are ready to **invest in yourself** and close the gap between an average and **extraordinary memory**, then click [here](#) and schedule time to learn what a MemoryPower System for Sales Professionals can do for you.

Let's **connect** and **get started!**

## THE PROGRAM for the Sales Professional & their Teams 4 Group Master Classes & 4 1-2-1 Coaching Sessions



- 1) Master Class 1: The System • 3X Your MemoryPower • 5 Laws of Memory
- 2) Master Class 2: Processes: Next Level Systems • People/Numbers/Ideas
- 3) Master Class 3: 3 Master Systems • Key Anchors • Negotiations/Meetings
- 4) 1-2-1 Coaching #1: Applying the Systems Consistently & Reliably
- 5) Master Class 4: Final System ... System Thinking • Mind-Maps • Triggers
- 6) 1-2-1 Coaching #2: Eliminating Your Challenges • Strategies • Practicum
- 7) 1-2-1 Coaching #3: Hitting Your Targets & Goals • 6 MITs • Deal Coaching
- 8) 1-2-1 Coaching #4: Situational Fluency • Sales Leverage • Your Plan



"Scott Bornstein is without a doubt one of the best resources TEC 7 has had during its 37 years of existence. If you can use only one resource for your group, make sure it is Scott Bornstein."

Fred Chaney, Founder [TEC](#)

## BORNSTEIN EVENT FEEDBACK & RATINGS (1-10)

Ratings & Comments used with permission.

### VISTAGE CE 96 – ATLANTA

9.9 "I came into Scott's seminar not knowing what to expect and came out simply amazed. His memory development techniques work without question and I was so impressed that I signed up my sales director for a session the very next morning. There is no one who cannot stand to improve their memory and Scott can certainly make that happen. I strongly urge companies and organizations to consider using his seminar for their executives and sales people."

Scott Woelfel, CEO [Armchair Media](#)

### 1-800-GOTJUNK? SALES TRAINING – VANCOUVER

9.4 "This was a great program! It's the epitome of working smart and not working hard."

Landon Nguyen, Sales Training [1-800-GotJunk?](#)

### HUGH O'BRIEN YOUTH FOUNDATION – LOS ANGELES

9.5 "In the month following the HOBY conference, my grades skyrocketed, my memory improved, and I, for the first time in my high school career, felt academically untouchable. My GPA surged from a prosaic 2.8 to a 4.3. Scott has made me believe that I can succeed in the academic world."

Ted Gonder, HOBY Ambassador - 11th Grade

### HARVARD OPM 26 – ALUMNI RETREAT – SANTA BARBARA

9.5 "Excellent experience. It occurred to me that memory doesn't necessarily yield wisdom, but it certainly helps in persuasion & perception. Great exercises for the mind."

Henry Chidgey, President & COO [Hearts on Fire](#)

### EO GLOBAL LEADERSHIP CONFERENCE – DC

9.5 "Great! Someone thought about explaining how my brain works in relation to my memory ... Something I never have the time to do. With your systemized approach, this will help me a lot. Thanks."

Phillipe Ryan, Owner [Phillipe Ryan & Associates](#)

### YOUNG PRESIDENTS' ORGANIZATION – INLAND EMPIRE

9.9 "Great program - short, sweet, useful!"

Floyd Pickrell, CEO [Sybron Dental](#)



"I became a better CEO today. Your methodology is concise and easy to apply. My first commitment is to now learn the names of all 300 of our employees"

Gary Tabor, CEO [BMD, Inc.](#)

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### VISTAGE TRUSTED ADVISOR PARTNER FORUM – SAN FRANCISCO

9.7 "An outstanding presentation. Scott breaks down the processes to engage your memory more effectively and connects how it can provide you and your company an incredible competitive advantage."

Eric Boales, VP Sales Development [Wells Fargo](#)

### 1-800-GOTJUNK? – VANCOUVER

9.6 "You rock! You were the highest ranked speaker of ANY session at our Franchise Partners conference!"

Cameron Herold, COO [1-800-GotJunk?](#)

### BECKMAN COULTER NATIONAL SALES CONFERENCE – DALLAS

9.7 "This was so useful – All sales consultants should take this class."

Erin McClelland, Cytometry Acct Manager [Beckman Coulter](#)

### LIQUOR MARKETING GROUP AUSTRALIA 2010 CONFERENCE – KUALA LUMPUR

9.2 "It was an amazing presentation. 1.5 hours of pure genius!"

Shelly Silberman, Category Manager [Brown-Forman](#)

### ASAE – GREAT IDEAS CONFERENCE

9.7 "Scott spoke at the ASAE Great Ideas Conference in early March 2010. His impressive presentation and memory enhancing skills are incredible! I am still using the skills and am remembering names that I previously had forgotten, have substantially increased my retention abilities and recommend that anyone who has the ability to attend any of his trainings, does so."

Sandi Jacobs [ASAE & The Center for Association Leadership](#)

### STARWOOD F&B CONFERENCE – BANGKOK

9.7 "Scott's system is a fast tool for staff training as well as an important skill for executives."

Ivo Estorninho, Director F&B, [The Westin Resort Macau](#)

### YPO SYDNEY CHAPTER

9.2 "It's Easy, I Like It - It Works! Thank you for unlocking my memory."

Myles Baron-Hay, CEO, [Sydney Swans](#)



# SCOTT BORNSTEIN

MEMORYPOWER FOR SALES, PERFORMANCE & PROFITS

SCOTT BORNSTEIN, CHIEF MEMORY TRAINING EXPERT  
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The world's premier peer-to-peer executive organizations - Young Presidents' Organization, Vistage, TEC, Entrepreneurs' Organization, World Presidents' Organization - rank Scott Bornstein among their best speakers and has had the privilege to present to more than 25,000 of their CEO members and their companies/clients across 50 countries since 1990.

Scott's real time demonstrations of MemoryPower are jaw-dropping and his presentation style and content are unmatched for impact, take-away, and audience involvement. Moreover, the design of his powerhouse memory systems and tools connect immediately with every person in the room thanks to precisely targeted, relevant, real-world examples.

From Harvard Business School OPM alumni to Franklin Templeton analysts, Cognos and Beckman Coulter sales professionals to Starwood Asia & Accor Hotel GM's and staff, fund managers at Fidelity, HSBC, UBS and Morgan Stanley to legal and medical professionals, CEO's, managers and call center reps to educators and students in twenty states and five countries, everyone who experiences Scott Bornstein walks away inspired, confident, and with precise skills to profit from their MemoryPower for a lifetime of success.

Scott's next generation Memory Power systems deliver hard business results ... helping CEOs, sales & management teams and back office employees, to "retain" the sales and customer service knowledge and practices that result in closing more sales and increased customer satisfaction and loyalty. Best-practice areas Scott focuses on for his clients INCLUDE:

Client Names/Faces and Data • Training & New Hires • Sales Scripts & Competitive Advantages  
Brand Roll-Out & Marketing Campaign Messaging • Strategic Plans/Objectives/Targets  
Processes & Procedures • Mission, Vision & Core Values • Conference Sponsor Information

- Vendor/Sponsor Data for Annual Conference - *PEAK Group, Canada* • *EXTOL*
- Sales & Objection Response Scripts Training, Customer Buying Styles - *1-800-GotJunk? Global Sales Center*
- Corporate Values & Virtues Roll-Out- *Boyne Resorts* • *Gallant Company* • *Delta Dental*
- Product Roll-Out Data, Names/Faces of New Exec Team - *Cognos-IBM Sales Kickoff* • *Centinela Feed*
- Guest Name/Faces Training for Front-line Employees & Vendors - *Starwood Asia & Shangri-La Resorts*
- Corporate Strategic Objectives & Targets - *Ingram Micro Executive Global Kick-Off*
- Internal Staff & Outside Sales Training on Branding, CRM and Operations - *Southern California Illumination*
- Global Branding Roll-Out of Vision, Mission, Core Values - *Entrepreneurs' Organization* - *GLC in KL & DC*
- Corporate Sponsor Recognition - *El Nacional Customer Service Forum, Caracas* • *Venture Tech, New Orleans*
- Speed "Meet & Remember" Activity for Attendees - *Entrepreneurs' Organization Intl Conference - Bogota*
- Management Protocols for Employee Conflict Resolution - *United States Postal Service*
- Names of Company Employees and their respective Spouses & Children for *CEO Client*

Remembering is vital, training your brain "how" to make memories is all that's required.