



THE MEMORYPOWER ADVANTAGE

MEMORY SYSTEMS THAT DRIVE SALES, PERFORMANCE & PROFITS

One of the most important core competencies a high-performing executive, team leader, sales professional, or employee must have is an unflinching and accurate memory.

Whether it's names & faces, details about high-value customers or prospects, sales scripts, KPIs, facts from conversations, priorities, or marketing and branding, a good memory is paramount and necessary to increasing individual performance, operational excellence, and driving bottom-line results.



Join memory expert Scott Bornstein as he trains you to leverage his memory systems to help you work more productively, grow your recall capacity, align teams, and manage the important people, priorities, and details you must not forget.

Scott has trained CEOs, executives, managers, and organizations across 52 countries. Every person who experiences Scott Bornstein's training walks away inspired, enthralled, and with a better memory ... feeling like the smartest person in the room.

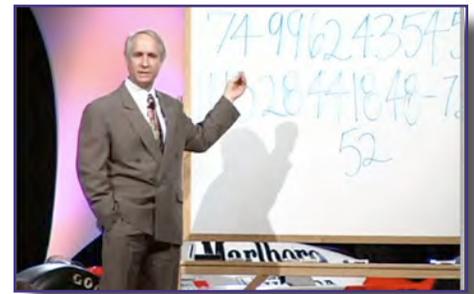
What you'll take-away from this personal and professional development training:

- 1) The MemoryPower Advantage • A Key Leadership, Sales and Learning Competency
- 2) How Good is Your Memory? • 5 Laws of MemoryPower • Brain Rules
- 3) Memory System #1: How to Rapidly Organize & Remember Facts, Lists & Data
- 4) Memory System #2: Total Recall for Names, Faces & Details in Business & Social Settings
- 5) Memory System #3: Conversations, Presentations • Sales/Brand Messaging
- 6) Prioritization System for High-Leverage Activities/Goals/Tasks • Next Steps • Q&A

Scott Bornstein's powerhouse strategies and memory training systems are rated among the best by the world's premier peer-to-peer CEO organizations - Vistage, TEC, Young Presidents' Organization, and Entrepreneurs' Organization.

From Harvard Business School OPM graduates to Franklin Templeton analysts, Cognos and IBM sales professionals to Starwood Resorts & Accor Hotel GMs and staff, fund managers and traders in Asia, Australia, the UK and US, to students in primary grades to law and medical school, everyone who experiences Scott Bornstein walks away amazed and smarter, with tools and systems to achieve a decisive competitive advantage in business, school and life.

HERE'S WHAT CEO'S & PROFESSIONALS SAY ABOUT SCOTT BORNSTEIN'S MEMORYPOWER PROGRAMS ...



"We just received our results from the Ingram Micro New Orleans Venture Tech Invitational and you were the HIGHEST RATED speaker at the event!" Holly Hartman, Channel Marketing, Ingram Micro



"I learned more today that I can directly apply to my business and life than I have since grad school!"

Mary Leonidi, CEO Polaris Companies & Wharton Graduate

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

Erin McClelland, Cytometry Acct Mgr Beckman Coulter

"Scott, you had the 3rd highest ratings of any speaker since our YPO chapter began 5 years ago. In fact, his Holiness the Dali Lama just beat you out for #2."

Hemu Javeri, CEO Nike • Day Chair YPO Bangalore

"Great workshop, very beneficial!!! Will use the techniques at our next franchise convention."

Natasha Kogler, CIO Baja Fresh

"Scott's methodologies are truly amazing. Fabulous!"

Heather Rudder, Leadership Training Manager, Emirates Airlines

"Great program! Great presentation! Great involvement!"

Monica Vegatopez, Sr HR Griswold Controls



"Great fun, power packed & easy to use in work & life. Thank you."

Hazel Jackson, CEO Biz-Ability, Dubai

"This session alone is worth the cost of annual dues in EO. WOW!" Paul Miller, EO Kansas City



"This was a great program! It's the epitome of working smart and not working hard." Landon Nguyen, Sales Trainer Vancouver

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

Cameron Herold, COO 1-800-GotJunk?

Whether Scott Bornstein is training CEO's at MIT executive retreats, drilling-down customer "call handling" scripts with 1-800-GotJunk? sales reps in Vancouver, leading guest recognition workshops with hotel employees and managers at Starwood properties in Thailand, conducting MemoryPower BootCamps for Cognos sales teams at annual kick-offs in Dallas, keynoting or training sales professionals, managers and executives in 50 countries, Scott's focus is simple: train professionals to get more from their MemoryPower abilities to increase sales, accountability, customer relationships, and be more productive and confident.



SCOTT BORNSTEIN

MEMORYPOWER FOR SALES, PERFORMANCE & PROFITS

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The world's top peer-to-peer executive organizations - Vistage /TEC, Young Presidents' Organization, and Entrepreneurs' Organization - have distinguished Scott Bornstein by inviting him to train, inspire, and share his MemoryPower Systems for Sales, Performance & Profits with more than 10,000 of their CEO members in 50 countries. He has trained more than 500,000 professionals, salespeople and students since 1980.

Scott Bornstein is renowned for his exclusive MemoryPower & Mind-Mapping systems and astounding demonstrations of memory and recall. Audiences are absolutely amazed at the powerful results his systems and tools produce, and his systematic MemoryPower training is universally effective. Scott Bornstein's methods enable companies and organizations to drill-down knowledge they need their sales teams, management, employees, vendors and customers to remember ... including:

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

- Corporate Sponsor Recognition - *El Nacional Customer Service Forum, Caracas* • *Venture Tech, New Orleans*
- Corporate Strategic Objectives & Targets - *Ingram Micro Executive Global Kick-Off*
- Branding Messages, Product Roll-Out Data, Names/Faces of New Exec Team - *Cognos-IBM Sales KickOff*
- Guest Name/Faces Training for Front-line Employees & Vendors - *Starwood Asia & Shangri-La Resorts*
- Sales & Objection Response Scripts Training, Customer Buying Styles - *1-800-GotJunk? Global Sales Center*
- Speed "Meet & Remember" Activity for Attendees - *Entrepreneurs' Organization Intl Conference - Bogota*
- Management Protocols for Employee Conflict Resolution - *United States Postal Service*
- Global Branding Roll-Out of Vision, Mission, Core Values - *Entrepreneurs' Organization - GLC in KL & DC*
- Internal Staff & Outside Sales Training on Branding, CRM and Operations - *Southern California Illumination*
- Names of Company Employees and their respective Spouses & Children for *CEO Client*
- Mutual Fund Vendor/Sponsor Data for Annual Conference - *PEAK Group, Canada*
- Mind-Map Summary for Recalling Content of 3 Day M.I.T. Executives Conference - *EO Birthing of Giants*
- Mind-Map Summary for 142 Pages of Info - *California Dept of Justice Support Services Conference*
- Mind-Map Summary & How to Remember Other Presenters' Content - *ADP, Bear Creek Corporation*

Scott Bornstein has developed customized programs that deliver high-impact and professional skills training to executives and their workforce, customer service and names/faces systems to the sales & hospitality industry, MemoryPower to Lawyers, health and accounting professionals for CEU certifications, and academic and SAT test-taking success to students of all ages. Scott has appeared on radio and TV and in newspaper stories, has by-lined articles and written books, as well as produced DVD, CD, and online training materials used by tens-of-thousands worldwide.

From Harvard Business School OPM alumni to Franklin Templeton analysts, Cognos and Beckman Coulter salespeople to Starwood Resorts & Accor Hotels 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 amazed, confident, and with the tools to profit from their MemoryPower for immediate gains and a lifetime of success.

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



THE POWER OF MEMORY

FOR SALES & MANAGEMENT TEAMS

TOOLS THAT DRIVE SALES, PERFORMANCE & PROFITS

What do you need to know better to close more sales? Customer names, sales scripts, deal closers? Product details, precise procedures or processes? Marketplace or competitive data, the names of everyone in the room? Quotes from a negotiation; a number you just heard?

Do you feel that your memory is not as sharp as it could be? Suffer the frustration of having your mind go blank during introductions or in important business or social situations? Or just wish you were less dependent on technology to “remember” what you shouldn’t forget? If so, then it’s time to tune-up, re-wire, and unleash your greatest untrained asset ... your Memory Power.

In one unforgettable 6 hour workshop, you will learn Scott Bornstein’s most effective MemoryPower secrets to increase sales, networking abilities, productivity and client confidence & loyalty. Experience total success remembering names & faces, crucial facts, client details, numbers, deal closers, sales scripts, what you hear and read ... every time.

Every customer interaction and sales situation is a memory test. Are you ready to pass it?

Bornstein’s training will help you and your team command a newfound control over those sales and customer service situations that impact your brand and bottom line. Learn powerful tools, not fixes; systems, not checklists; and hard-wire habits to get sales results that are seismic and sustainable.

Scott’s focus is simple: train people to get more from their innate MemoryPower abilities to increase sales, improve accountability, inspire customer relationships, and be more productive and confident.

Here’s what you’ll learn to strengthen your MemoryPower and boost sales, performance and profits:

MORNING

- The Five Laws of Memory Power
- Bornstein’s Next Generation Memory Systems for Rapid, Precise & Long-Term Recall
- Names & Faces Mastery – 6 Steps to Flawless Recall of People, Facts & Details
- Speed Networking – Names/Faces Drill-Down and Sharpening Best Practices
- Advanced MemoryPower Systems for Managing Numbers, Sales Data, & Detailed Tasks

AFTERNOON

- The MemoryPower Mind-Mapping System – Making Presentations & Meetings Memorable
- Relationship Selling – 4 Customer Profiles & 12 Persuasion Phrases that Close More Sales
- Bornstein’s Competitive Advantages & Incremental Sales Opportunities 6-Step Work-Up
- 3 MemoryPower Secrets that Will Inspire Your Customers and Make You Unforgettable!
- The Game Plan – Scott’s Step-by-Step 10 Day Plan to a Lifetime of MemoryPower Success

Scott Bornstein is world-renowned for his high performance MemoryPower programs and is a top-rated presenter and memory expert for worldwide CEO organizations YPO, EO, Vistage/TEC ... having presented to more than 10,000 of their members in 50 countries since 1980, as well as 300,000 professionals and students. Everyone who experiences Scott Bornstein walks away enthralled, amazed, and able to profit from their newfound MemoryPower.