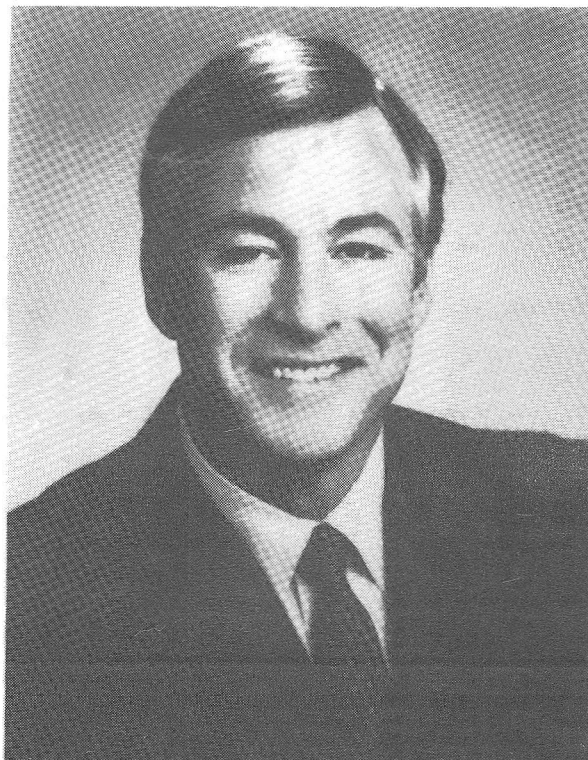


# Professional Development Programs

With  
**Brian Tracy**

Thursday, November 1, 1990 • Illinois Diversatech Campus, Manteno



## *The Challenge of Leadership*

9:30am to 12:30pm

- How to become an exceptional leader
- How to hire and retain top producers
- How to create commitment within an organization
- How to establish goals that produce results

## *Peak Performance Selling*

2:00pm to 5:00pm

- The success behaviors of the top 1% in every field of selling
- The most powerful closing technique in professional selling
- New methods for increasing personal effectiveness in sales

For more information, please call  
**815-937-4777**

A Presentation of *The Foundation for Personal and Community Development*

Brian Tracy is author of: *The Psychology of Achievement, Fast Track To Business Success, The Psychology of Success, The Psychology of Selling, Getting Rich In America, The Phoenix Seminar.*

# The Challenge of Leadership

## How You Can Achieve Greater Efficiency and Success in Management

**This powerful, results-oriented seminar will give you a series of modern management tools to improve your productivity, performance and output — fast.**

"The seminar was concise and fast paced. The first month after the seminar, my sales force performed at 165% of quota."

*Gina Burns  
AT&T*

"The seminar was outstanding. Brian Tracy is the best speaker with the best content...thank you, Brian."

*Trish Philips  
Coldwell Banker*

### Management

- Hire the best people
- The four rules of the selection process
- Conduct the interview using the "Law of Three"
- Find good people using five sources and start them off right
- Negotiate salaries and promotions
- Discipline
- Firing without stress or lawsuits

### Leadership

- Develop the critical difference
- Identify types of leaders
- Elicit extraordinary performance from ordinary people
- Inspire and excite people toward the company's sales objectives
- Differentiate transformations from transactions leadership

### Motivation

- Motivate others to peak performance
- Build enthusiasm, commitment, loyalty and dedication
- Use participative management
- Build quality teams
- Brainstorm
- Apply the "Law of the Situation"
- Set Goals
- Accept responsibility

## Brian Tracy, M.B.A., C.P.A.E.

Brian Tracy is one of America's leading authorities on the development of human potential and personal effectiveness. He is a dynamic and entertaining speaker with a wonderful ability to inform and inspire audiences toward peak performance and high levels of achievement.

He's worked in marketing and sales for himself and for others. He's been an importer and distributor. He's sold automobiles, real estate, investments, and mutual funds. Brian's true love has always been selling, and he has proven his selling ability in a host of fields — selling both tangibles and intangibles. Today he sells his professional services as a founder and president of The Institute for Executive Development.

Before establishing the Institute, Brian was CEO of a development company with

\$265 million in assets and \$75 million in annual sales. He has traveled and worked in over 80 countries on 5 continents and speaks four languages.

Since founding the Institute, he has served more than 1,500 companies as a consultant in executive development, sales, marketing, creativity and personal motivation.

Brian is a "high-content" speaker. Each presentation he gives is loaded with practical ideas, methods, tips and techniques that can be put to use immediately to get better results, and he delivers his material in a fast-paced, entertaining style. His exciting seminars bring about immediate changes and long term results.

Brian Tracy can teach you successful selling because he's been there.

# Peak Performance Selling

## How to Achieve Personal Excellence in Sales

**Achieve faster closes, bigger sales, increased repeat business, more referrals. This inspiring seminar is packed with methods that guarantee outstanding sales success.**

### **The Psychology of Selling**

- The "Winning Edge" theory
- The "Inner Game" of selling
- Self-concept as a regulator
- The six phases of selling
- The single, most significant indicator of your success
- The best time to make a sale
- How to overcome obstacles

### **How to Develop a Powerful Sales Personality**

- Characteristics of superior salespeople
- Gaining ten extra years of income
- Achieving wealth
- Which products are right for you
- Creating the profile for success and living up to it
- Your invisible helper
- What is happening when everything is going right
- Becoming unstoppable

### **Creative Selling**

- How strategic selling works
- A step-by-step process to determine your greatest opportunities
- The crucial question you must ask yourself
- Timing sales for success
- Great ways to get testimonials
- The "20-Idea Method"
- Selling to non-customers

### **The Psychology of Closing**

- Planning your close in detail
- Major requirements of the close
- A new look at buying signals
- The role of fear
- Five errors to avoid
- What not to do
- Primary obstacles to closing
- The only form of pressure you should ever use
- Avoiding the biggest sales killer
- Tag-team selling
- Relationship selling

### **Closing Techniques**

- The "Law of Six"
- Kindling desire
- Overcoming price resistance
- The sudden-death close
- Finalizing a sale that was going nowhere
- Telephone appointment closes
- Questions to ask yourself after every sales call

### **Ten Keys to Success in Selling**

- How to practice the Golden Rule
- Time Management
- The importance of commitment
- Planning and goal setting
- A billionaire's secret for success

"I want you to know just how much your programs have changed my life.

In September, I almost doubled my average monthly commission from about \$4,800/month to \$7,600/month. In October, I again increased my prior month's commission to \$10,800. November was better.

Now my monthly commission increased again to \$16,000! This year I've qualified for the company's promotional trip to Monte Carlo and I am in the top 200 agents.

I am not done yet!"

*Roy E. Stachnik  
New York Life*

**Illinois Diversatech Campus  
Manteno, Illinois  
Thursday  
November 1, 1990**

**Call today to reserve your place  
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815-937-4777**

**Satisfaction  
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guaranteed.**



To order tickets, please complete this registration form and return it to:

***The Foundation, P.O. Box 97, Bourbonnais, IL 60914.***

Please reserve # \_\_\_\_\_ seats for *Challenge of Leadership* at \$45 each. \$ \_\_\_\_\_  
Please reserve # \_\_\_\_\_ seats for *Peak Performance Selling* at \$45 each. \$ \_\_\_\_\_  
Please reserve # \_\_\_\_\_ seats for both sessions at \$79 each. \$ \_\_\_\_\_  
Please reserve # \_\_\_\_\_ VIP seats at \$200 each. \$ \_\_\_\_\_  
Total amount enclosed \$ \_\_\_\_\_

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**This Professional Development Program with Brian Tracy is being co-sponsored by:**

***The Foundation for Personal and Community Development***

***Resource Development of Champaign***

***Illinois Community Development Society***

*The Foundation for Personal and Community Development was established to facilitate personal, organizational, and community development. The Foundation offers seminars and workshops, speakers bureau services, books and audio and video cassette tape programs, and consulting services in personal, professional, organizational, community and economic development.*

***The Foundation for Personal and  
Community Development***

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***“take a day to  
invest in yourself..”***

**Brian Tracy, author of several best selling personal and professional development programs, will help you learn how to become a more effective leader or sales professional.**