

"Brent Filson is one of the most talented communicators in the world. If you want to learn to motivate two, two hundred or two thousand people to take action for results, his lectures and seminars are a must!"

- JOSEPH MANCUSO

CEO OF THE CENTER FOR ENTREPRENEURIAL MANAGEMENT

Message From Brent Filson:

12 Reasons Why My One-Day ActionPlan™ Leadership Talk Session Can Be One Of the Most Important Single Days In Your Sales/Marketing Career.

(1) **More results.** In sales and marketing, you live and die by results. Have you ever been asked to get less results? You're probably always being challenged to get more -- and often with fewer resources.

But if it were just up to you to get the results, your job would be relatively easy. You'd simply go out and do it. As you well know, sales and marketing

is not a do-it-yourself profession.

The most important part of your job entails working with others -- customers, colleagues, bosses, and subordinates -- to get more results.

Most sales and marketing professionals top out in their careers when they stopped being able to work with others to get more, when more was required.

At the One-Day Session, you will learn the true secrets of using my powerful leadership methodologies to get great sales and marketing results. Yes, leadership methodologies. There are gazillions of sales and marketing methodologies. But I take a different view. I take a leadership view and have been doing it with many hundreds of sales and marketing professionals worldwide during the past 21 years. (I worked with General Electric sales and marketing pros for more than 18 years.) And because of that unique view, I can make a world of difference in results for you.

- You'll get a step-by-step process that will help you begin to get increases in results the day you return from the Session and for the rest of your career.

- You'll get a process for truly motivating people to achieve more results ... a process that is one of the most important sales and marketing tools you'll ever use. Up till now, you have probably not been using it — and maybe haven't even thought of using it!

- You'll learn a vital change in mind-set that will immediately raise the effectiveness of your sales and marketing activities and show you the way to getting more results consistently. (It's surprisingly simple and yet I've found few sales and marketing professionals apply it!)

- You learn the three basic questions that must always be asked before you begin to get better results. The questions and their answers will simplify, clarify and invigorate your professional and personal interactions with others.



BRENT FILSON'S \$50,000 GUARANTEE

THE LEADERS WHO PARTICIPATE IN MY ONE-DAY, ACTIONPLAN, LEADERSHIP TALK SESSION WILL BE PUT ON TRACK TO ACHIEVE AT LEAST A COMBINED \$50,000 IN RESULTS.

- THE RESULTS WILL COME IN A SPECIFIC LENGTH OF TIME.
- THE RESULTS WILL GO BEYOND WHAT THE LEADERS ARE ACHIEVING NOW.
- THE RESULTS CAN BE MEASURED, VALIDATED, AND USED AS SPRINGBOARDS FOR EVEN MORE RESULTS.
- THE RESULTS CAN BE TRANSLATED INTO MONEY SAVED/EARNED.
- THE RESULTS CAN'T BE ACHIEVED WITHOUT THE HELP OF LEADERSHIP TALKS.

IF SUCH RESULTS DON'T HAPPEN, I'LL COMPLETELY RE-FUND YOUR FEE.

(2) **Faster results.** Clearly, in sales and marketing, speed is a results multiplier. Great sales and marketing professionals not only aim to get more results but to get them faster. Faster is more!

Yet many professionals misconstrue speed. They think that to get results faster, they must speed things up. But at the One-Day Session, you will see that speeding things up is often the WORST way to go faster.

- You'll learn how to first slow down — so you can go faster later; plus, you'll realize the right ways to slow down and the strategies to employ when you slow down so that you can develop the best possible sales and marketing speed-processes.
- You'll be given compelling, practical sales and marketing tools that will motivate the people you work with to become the ardent cause leaders of speed. You'll find that you won't have to simply force speed to take place but instead will have things done faster through the natural processes flowing from the new sales and marketing paradigms I'll teach you.
- You'll learn how to break the vicious cycle engendered by people's resistance to speed and get them to do what they might ordinarily not want to do and be committed cause leaders in doing it!
- You'll come to understand how a simple but powerful change in your relationship with customers, colleagues, bosses, etc. will have them willingly give you ideas for better speed ... ideas that may be far better than you could have thought of yourself. I will show you how to use their ideas as action-triggers for faster results.

(3) **Measurable results.** Clearly, there is no value in sales and marketing without measurements. Yet the vast majority of sales and marketing pros I have encountered are either measuring the wrong things or the right things in the wrong ways!

- At the one-day session, ask me about the one key measurement factor that most sales and marketing pros ignore but that can make a huge difference in the results you aim for and the resources that you muster. (It's so simple, it'll surprise you; yet I have not found one company in the many scores that I have worked with comprehensively employing it.)
- You'll see why developing, communicating and getting people motivated by your "measurement vision" is half the battle when instituting the right measurements. You'll get people understanding the true meaning of measurements — and motivated to apply them.
- You'll learn how to avoid the paralyzing, stultifying dictates of over-measuring. (This goes right to the heart of the key measurement factor I just mentioned.)
- You'll be shown how to make your measurements fit into a "motivational system." When you have systems of motivation working for you, motivation happens willingly from bottom-up, not top-down by fiat.

(4) **Validated results.** You may get the results. You may get more of them. You may get them faster. You may measure them. But you have to do one thing more. You must VALIDATE those results.

Many sales and marketing pros get results and leave it at that. They're unaware that those results must be perceived by people inside and outside of their organization as the right results achieved in the right ways.

- I'll show you the Results Validation Report that guarantees that the results you achieve are not only put into sharp focus but also that their full power is authenticated and communicated. Results then become not an end but a process to get more results.
- You'll see how communication strategies and tactics, flowing from the Reports, can enlist the support of people within and without your organization. I'll show you how results can do double and triple duty!

(5) **“More, faster” — CONTINUALLY.** “Continually” may be one of the most important concepts you can apply to your sales and marketing activities. It may be one of the most important concepts of your career. In fact, being able to live the word “continually” when it comes to getting more results marks the defining difference between sales and marketing pros.

Yet getting great results on a continual basis, in good and bad times, is beyond the grasp of many of you. I can show how to make “continually” be part of the DNA of your skills.

- I’ll reveal the secret of developing a results-reaping “leadership contract” with your customers that will insure that they become enthusiastic cause leaders for “continually.” Don’t get me wrong — This is not a legal contract. It’s an informal oral or written agreement that drives “continually” in amazing ways. In fact, the “leadership contract” may be one of the most effective motivational tools you will ever use. Just understanding the leadership contract alone makes participating in the One-Day Session well worth it!
- You’ll learn the most important actions you can take as a sales and marketing pro and how to take them daily. (When they find out what they are, you’ll kick yourself for not taking them long ago!) Your job will become much simpler and more focused, allowing you to spend time on what counts.
- You’ll determine how to saturate your organization and your customers’ organizations with a “cascading of cause leaders.” When you develop a “cascading,” you won’t have to be constantly pushing ... and pushing ... and pushing for results but can direct a surging tide of enthusiasm coming from the people you interact with.
- You’ll realize how to transfer your convictions to the people you need to persuade ... so they feel as deeply as you do about achieving such results — and take committed action to make it happen.

(6) **Focused results.** What holds true for measurements, also holds true for focus: Most sales and marketing pros are focusing on either getting the wrong results or the right results in the wrong ways. At the One-Day Session, you will understand:

- Why the “five- paragraph letter” will unmistakably align the results they aim to achieve directly to your organizational goals.
- How to redefine focus so that it becomes a motivational dynamic.
- The 20/60/20 rule, a template for focused action.

(7) **A results Action Plan.** You’ll go away with a specific Action Plan to implement in the days and weeks ahead. The Leadership Talk (and its umbrella Action Leadership) are not about a style of sales and marketing performance or classroom hypotheses but the very substance of more results faster, continually.

Important: I developed the methodologies not in ivory tower academia but in the trenches of the global markets ... by working with leaders who weren’t interested in highbrow theories but who simply had to get results ... and who couldn’t be bothered wasting their time with what didn’t work!

Furthermore, the development didn’t come easily or quickly. When I first started formulating my methodologies, I thought it would take me about ten years to complete the task. However, after the end of ten years of intense, process development, I saw I had to do a lot more work to truly get them right. So, I spent another ten years enhancing them in the global marketplace. It all adds up to 21 plus years of concentrated development. Consequently, the methodologies are simple, practical, comprehensive and systematic.

- Your Action Plan will get you results ... more results ... more than if you had not come to the One-Day Session — results that you could not otherwise achieve. And the Plan will probably be something that you hadn’t even thought of!

- Your Action Plan will clarify and cement the essentials of right action. (After all, many sales and marketing pros are consistently challenging people to take the WRONG action.) Plus, your developing the Plan will show you wrong actions to avoid. Can you imagine how important it will be for your career to clearly see what actions you and those you interact with should NOT take?

- Your Action Plan will get people to take action that doesn't simply adapt to change but actually drives and speeds up change — and helps your organization OWN CHANGE.

- Why the call-to-action for your Leadership Talk should always result in people taking physical action and how to deliver the call by framing it with their most urgent needs. You'll focus on the precise actions that get results, eliminating the extraneous.

- 7 ways to have people take new action. And 43 practical tips dealing with action.

- Powerful action triggers that can be used daily. You will learn how to have the people you interact with become action-oriented — not in pockets or in ad hoc, scattershot ways but as total units.

(8) **Motivational laws.** Motivation is critical to getting more results faster, continually. But you can't motivate customers, clients, etc. if you don't know the fundamental drivers or laws of motivation.

- You'll learn the 4 Laws of Motivation ... Laws that most leaders haven't given much thought to, if any thought at all! — yet violating those Laws always defeats motivation ... and wrecks results.

- How those Laws fit into my Unified Field Theory of Leadership ... the propositions of which will propel the most effective kind of sales and marketing activities. Here is a guide that you can use daily with great impact.

(9) **Motivational Transfer.** You're motivated, right? You know that you'd better be. Your motivation is a given. After all, if you aren't motivated, somebody else who is will take your place.

So, your motivation really isn't the point. Here's the point: Are the people you lead motivated themselves? Furthermore, can they motivate others? And can those others motivate still others? ... and on and on!

The critical issue you face in terms of getting more results faster continually is, CAN YOU TRANSFER YOUR MOTIVATION TO OTHERS SO THAT THEY ARE AS MOTIVATED AS YOU?

- The three ways to make the Motivational Transfer happen. Those three can be multiplied many times over; so, you'll never run out of arrows for your quiver in going about the important tasks of getting and keeping people motivated.

- The foolproof method of transferring your motivation to others, a method that most sales and marketing pros haven't even considered ... though they see it taking place all around them throughout their careers! Use this method only once or twice a day for a month, and your sales and marketing effectiveness will be visibly enhanced.

- How to make Defining Moments the basis of motivational strategies and tactics. When your strategy comes from the heart, your employees are more likely to take heartfelt actions for results.

- The crucial differences between a sales and marketing strategy and a Leadership Strategy and how the latter is often much more effective than the former in helping your organization get more results faster, continually. The vast majority of sales and marketing pros haven't even thought of a Leadership Strategy, let alone learned how to carry one out!

- How the Defining Moment can provide the building blocks of trust among you and your customers. If they

don't trust you, they won't get more results faster, continually for you. You'll see how to build deep systems of trust outside and inside your organization.

- How to develop and implement interlocking motivational processes that saturate your organization. Motivation then becomes an unfolding, self-organizing, self-directing dynamic!

(10) **Productivity.** Productivity has to be involved in any discussion of sales and marketing results.

- A QuickStart™ Action Plan to help you begin to get more productivity results virtually immediately. You'll be amazed at how quickly you'll get increases in results.
- A Six Way Test that will drive productivity in new and more powerful ways. Productivity gains can come almost easily!

(11) **The ActionPlan™ Session itself.** I started giving these One-Day sessions at the Princeton Club in New York City in the spring of 1993. Virtually every participant over all those years agrees on one thing — that the experience of interacting and networking with people in an intensive, results-oriented session such as this is truly astonishing.

This is not simply your routine networking get-together. By putting together an Action Plan using the Leadership Talk methodologies in the company of other sales and marketing pros, you'll get uniquely penetrating insights into your many, individual challenges. And because the Session is so rigorously results-focused, there isn't another one-day sales and marketing gathering that comes close to matching it.

(12) **The Leadership Talk.** My 21 years experience in the global marketplace bears out this realization: You can't get more results faster continually without using Leadership Talks.

You may be wondering how something that is so seemingly simple as the Leadership Talk can provide such tremendous sales and marketing benefits.

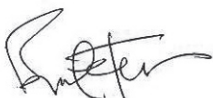
When you truly understand the Leadership Talk, you'll know what I mean. It's more than speech/presentation communication. That kind of communication primarily passes information back and forth. The Leadership Talk, on the other hand, is a way of establishing a deep, human, emotional connection with the audience -- absolutely indispensable in great sales and marketing activities.

When you learn about the Leadership Talk, you'll never go back to giving speeches/presentations again.

This point can be illustrated by an encounter I recently had in an airport. I happened to run into a General Electric sales and marketing executive whom I had not seen in several years. The first thing he did was pull out his Leadership Talk wallet card. The card has the Talk's processes on it for handy reference. You get the card at the end of the One-day Session. He said he's used the card for his Talks every day for years. He said Leadership Talks have been a great career booster, helping him get promoted on a number of occasions. "For me, speeches and presentations are things of the past, Brent!"

His experience has been repeated by many other sales and marketing pros worldwide. And his experience can become your experience. I hope we can get together. Thanks for your attention.

Sincerely,



Brent Filson