

HOW TO SELL MY SPOUSE IN 10 MINUTES?

Because there is enormous untapped potential available in new relationships

Training designed for experienced sales managers
selling to large businesses only!

MUMBAI	19 TH - 20 TH	NOVEMBER	2013
MOSCOW	2 ND - 3 RD	DECEMBER	2013
WARSAW	10 TH - 11 TH	DECEMBER	2013
BUCHAREST	22 ND - 23 RD	JANUARY	2014
AMSTERDAM	19 TH - 20 TH	FEBRUARY	2014
KRAKÓW	4 TH - 5 TH	MARCH	2014
WARSAW	11 TH - 12 TH	MARCH	2014

STRUCTURALLY

DECODING THE BRAIN TO BE A SALES SUPERSTAR

- ★ Discover Innovative ways of connecting and building relationships during the first talk in the conference communities
- ★ Unveil advanced methodologies for assessing the untapped potential of your business
- ★ Find out ways of building a strong foundation to ensure fruitful follow up meetings

Together we're building leading
conference communities powering business!



HOW TO SELL MY SPOUSE in 10 minutes?

// EXECUTIVE SUMMARY

- » Our past trainees have quoted this training to be **the most practical 2-day, fast track training** they have ever attended as theory is provided only if required!
- » During the training **participants obtain simple tools and are trained to master these tools** to be extremely effective while talking to others as the Tools:
 - Enable you to **speed reading people, in just a couple of minutes only**, by communicating in the preferred style of interlocutors communication;
 - Help you to **structure and deliver your message in an extremely personalized manner**; and
 - Allows you to build a **3-min elevator pitch** that is truly liked & appreciated by any person you meet.
- » You can compare outcome of the training with obtaining a great IT system with a general set of tools, however by setting your own "parameters" the tool becomes unique to you. **The training focuses** on teaching you in **how to use and customize the tools** as per your own parameters; and
- » Trainers have closely studied **interactions between talented** managers and innovative solutions providers at **50+ leading conference communities** and **500+ events** built by them globally over the last 15 years.

// PROGRAMME OF THE TRAINING

As promised, and to further emphasize, the training will have very little theory, as you will be provided with simple proven tools, concepts and models to revolutionize Face2Face communication. You will be trained to apply these tools as a daily practice from day 1 itself leading to more sales.

A quick overview of the concepts and models which participants of the training will be taught on during the 2 days:

DAY 1:

- Brain Decoding Model
- Priest Concept
- Pimp Concept
- Trust model
- Elevator Pitch Concept
- Story Telling Concept

DAY 2:

- Personalization Models
- Tool Box integration
- Tool Box Customization

// ABOUT BLUE BUSINESS MEDIA



"Together, we're building leading conference communities powering business!"

We strongly believe that professional talents are best inspired by other professional talents. Therefore we build, together with those talents, leading conference communities powering business, causing economic growth and prosperity.

Moreover, we know that there are many smart and innovative solutions available that can improve businesses substantially. Within our conference communities we embrace matching the right business solutions with the right businesses and its managers.

At BBM we have that amazing ability to bring together relevant people who both appreciate and are willing to contribute to each other, during and after the conferences. The innumerable business transactions happening daily through our events makes us feel extremely proud and professionally crazy to make many more transactions possible.

// WANT TO KNOW MORE ABOUT THE EVENT IN TERMS OF:

Venue and Timings; Participation Fee and other details of the training or maybe you are curious about our communities, please contact Anna!



Responsible for implementing new concepts and ideas thereby empowering our business communities

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// BLUE BUSINESS MEDIA IS PART OF THE SAPPHIRE GROUP:



HOW TO JOIN:

www.academy.bbm.pl/empower-sales

// HOW I CAN SELL YOU MY WIFE IN 10 MINUTES!

Dear professional colleagues,

True, the title is misleading. Apologize! I am not selling my wife. Besides selling a wife being immoral and illegal, I love her too much. For no dozen camels would I consider selling her! She is priceless to me.

I never realized **how difficult it is to explain my feelings about my wife to another person**, until I met Natalia, an

astonishingly good looking 24-year-old Russian student of Psychology during one of our conferences in Moscow.

Once we started talking, I realized she had a lot of talents. Though, her special talent lied in asking difficult questions; **she asked me, "Casper, can you please tell me about your wife. Do you like her and if so, Why?"**.

I thought **I gave Natalia a very fine answer by telling her how we complement each other**, the way I like my wife's sense of humor and how well

we were raising our children together.

Natalia strongly disagreed and dared to state that I just expressed a diarrhea of generalities and that most of people at the conference expressed themselves in the same shitty way as I did! **As, I did not tell her anything unique!**

Like most people I first reacted in denial and it took me some time to understand what she really meant. In short, we think

we communicate something special, as our heart feels special. However, once speaking we do not speak from our heart but

from our mind and become general. **We are even not aware of what we say as our brain makes a connection with the feeling from the heart. Unfortunately, the other side simply does not get the same feeling.**

Moving from **my wife to business was just a small step** as similar communication happens in business as well. **We talk about features and**

Have you ever thought, "Is your small talk unique and unheard to the listener ears?"



Casper Haring
Managing Director, Blue Business Media
explains how to sell his wife!

benefits, moreover use standard, boring business language to explain them. Actually we fail to explain the essence – "why behind the conception of those benefits and features and our passion behind them".

At the training you will be provided with **simple, practically applicable concepts and models.** These proven concepts and models align your mind to express your heart, resulting in **passionately pouring your heart out while talking business** at every meeting from Day 1 itself!

// WHAT DOES THE STORY MEAN TO A BUSINESS PRAXSIST!

Dear Business Practitioners,

After hearing Casper's Russian experience, Natalia's story excited me and its relation with our Business. I wondered, if a person cannot express their feelings passionately for the person they loves the most then, how passionately do we actually communicate our feelings about what we do?

Together we spent hours reading and

researching to find **simple concepts to decode the human brain** to understand "How the Brain processes information?"

These concepts actually opened a Pandora's Box as we started viewing communications completely differently. The developed models needed to be tested before sharing with the outside world. The experimentation phase began with our Business Development Managers (BDMs) using these concepts during their client meetings. They made some great successes and some miserable

failures by applying the generalized concepts. Failures led us to work further to develop the skills required in order to quickly customize communication within the first minute of interactions.

This led to the **idea of developing Communication Tool Kits** for our BDMs. After experimentation, trials, errors and rectification, these Tool Kits have become phenomenally successful with

our BDMs.

Today, they use these communication tools to quickly relate, have a deep understanding and then provide best fit solutions for our community members in the first 2 minutes of their communication.

After achieving a high success rate with our BDMs, we feel extremely **confident to share these simple tools and**

concepts with you. We firmly believe in these tried, tested and proven simple concepts, models and tools will substantially im-

prove the depth of communication between you and your clients.

Deep communications increase the possibilities of having **many more successful business** transactions by empowering businesses which is the sole purpose of our existence!

We are ready to share with you our simply developed easy to use Concepts, Tools and Models!



Michael Samuel
Business Praxsist, Blue Business Media
wants to buy a story!

The short stories below explain the concepts and models you would be trained to master during the 2 days.



// DECODE THE BRAIN TO BE EMOTIONALLY STABLE AT ALL TIMES

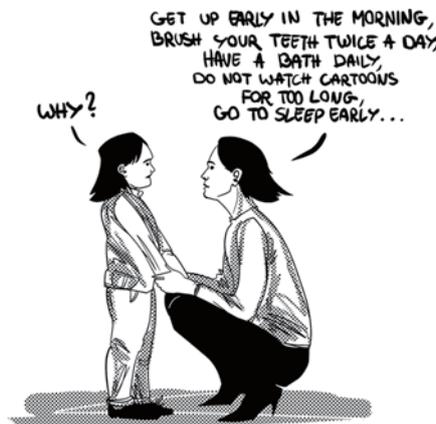
Bill Clinton, once the most powerful leader in the world, was brought to his knees, forced to apologize for his conduct, after the most intimate details of his sex life with the young White House intern, Monica Lewinsky, were made public.

During the training you will be provided with a simple model that will help you understand why people behave in a different way to what they say. The model will help you decode the brain of the people you meet and mastering that model, would cause people to act positively!

// THE POWER OF "WHY" THINKING

Remember the days when you were a kid, how annoying it used to be to get instructions "Do this" and "Do not do that" by your parents. For some instructions they gave a simple reason and for some they did not. The set of instructions for which they never gave a reason made you say "I do not know why" you keep telling me this or that". And, I am sure it must have been quite annoying.

At the training you will realize the power of "Why Thinking" and how it will revolutionize the way you perceive your company and your product.



// OPEN YOUR THIRD EYE TO SEE THINGS FROM THE CLIENTS' ANGLE

When was the last time you were in such a situation where your client saw and perceived a different value in your product than you did? And you felt increasingly frustrated as the client did not see what you saw.

The training will help you overcome such situations quickly by enabling you to quickly understand and analyze the functioning of your client's brain in terms of "what is he perceiving". Quickly processing your clients' thoughts will help you present the product in exactly the same way as the client perceives it.

// WHO SHOULD BE ATTENDING THE TRAINING?

The event is only meant for sales people:

- » At **Senior Levels** of **blue chip companies** involved in big ticket B2B sales;
- » Believing in enormous potential lying at **business events, conferences and exhibitions** for new business development;
- » Having a firm belief that **most failed transactions** are caused due to **miscommunication** and **empathy** is an integral part of any sales process;
- » Open, excited and enthusiastic towards **new ideas, tangible concepts** and love **benchmarking** themselves with top level executives; and
- » Strong belief in **purpose and vision** behind the product rather than the product in itself.

// WHO SHOULD DEFINITELY NOT BE ATTENDING THE TRAINING?

You should definitely NOT attend the event, if you

- » Do not believe in your company's offered products and services;
- » Like to **manipulate the people you sell to**, as the provided tools would empower you to manipulate the human brain;
- » Do not **love talking to a stranger** and feel it is an energy consuming process;
- » Do not like to openly share in an extremely **interactive setting**; and
- » Need **scientific proof** behind the explained concepts as models and your decision making process is based upon your past experiences.



// DEVELOP THE SKILL TO ENSURE THAT EVERY SINGLE PERSON BELIEVES AND TRUSTS YOU

Have you ever wondered why the client cannot become a child and simply "trust" you as their parent? As you definitely know what is best for him! But they simply refuse to accept or overlook your advice.

Your dream wish of building a long lasting relationship is about to come true. Practicing by **applying the simple trust model** provided at the training will enable you to gain the trust of any person you meet from the very next day, whether it's your client, colleague, friend, spouse or even your child.

// WOULDN'T IT BE GREAT IF THE CLIENT FELL IN LOVE WITH YOU BY THE SECRET WORDS YOU SAY IN THE FIRST MINUTE

Most men have wanted to talk to some special girl which they have seen at a bar, event or a concert, but have not known what to say. Similarly, almost all women have, sometime in their lives felt a guy simply staring at them rather than coming confidently up and having a simple conversation. And even if they did come, they said something completely dumb!

The training will provide you with this **secret step-by-step structure on how to develop an "Elevator Pitch"** to capture the attention of the client within the first minute of your conversation.



// THE ART OF SMALL TALK: A MID-MEETING CRISIS SAVIOR

How many times have you found yourself in a similar position, sitting in front of a blue chip client and not knowing what to talk? Thinking of a great excuse to leave the meeting and hope to never meet the client again ever! Or, wonder, how to make a connection with the client knowing his likes and dislikes.

It's perfectly normal to have a bad day at work once in a while, but the trick is to turn this bad day into the greatest day! The concepts provided at the training will help you to **not only escape, but master the "art of small talk"** and thrive in such situations.

// WHY ARE WE SO INTERESTED IN TRAINING YOU!

For the past 15 years we have been bringing together 2,500+ top level blue chip executives through our leading conference communities globally.

We are extremely proud of the **new, great relations developed at the events**. However, we also recognize a lot of **"opportunity which is wasted"**. We believe, many more business relationships can be developed at our events by substantially improving the **quality and quantity of interactions**.

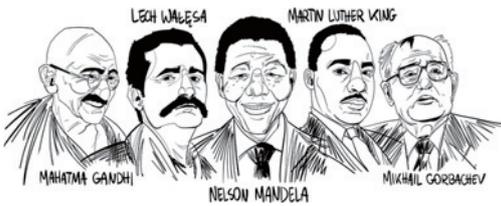
That is the reason that Blue Business Media management is personally taking care of this training as **we are passionate to see businesses development when great business talents meet great sales managers!**



// WHO WILL BENEFIT THE MOST FROM THIS TRAINING?

You will benefit most from this training if you proudly identify yourself with this person in the picture living in the world of possibilities, enjoying the spotlight, value knowledge and become excited about new concepts and get further involved in conceptualizing these new ideas into creative solutions.

HOW TO JOIN: www.academy.bbm.pl/empower-sales



// MOVE FROM BEING A SALESMAN TO A VISIONARY, BY MAKING PEOPLE DREAM OF POSSIBILITIES

Mahatma Gandhi sold a dream to millions of Indians once he told the British to quit India! Similarly during apartheid, Nelson Mandela made all Africans dream of an Africa which was at peace with itself; and as history remembers Martin Luther King saying "I have a Dream..."

All these men sold extraordinary dreams to common men. The outstanding quality they possessed was that they spoke from the heart to the heart. Techniques provided at the training will help you master the art of empathy, there by transforming you into a "great story teller."

// REENGINEER THE BRAIN TO SEE THE UNSEEN

We look quite similar from outside but the reality is that we are very different in terms of our preferences towards connections, ideologies and in general life.

Models provided at the training would help you to quickly differentiate and group clients based on their "Personality types". A quick understanding of personalities, would help you to make an instant connection with every single client.

Our experience has shown that, at the end of the training, the participants never see the world in the same way as they do today!



// BRIDGING THE GAP

Innumerable times you might have felt of having a monologue with your client and wished "Why can't the client just tell me what they need and make my life much easier!"

To conclude, tools and models provided at the training would exactly do that for you. Using the right tools would help you build the bridge one step at a time, thus bridging the gap between you and your client. In fact, you would be surprised to see "How the client himself would actively participate and start telling their own needs upon you using the Magic Tools!"

// POSITIVE SYNERGY EFFECTS OF THE TRAINING

This is not the objective of the training, however, a day after the training, our previous participants witnessed that they:

- » **Became a better parent and spouse**, as the training enabled them to better adapt themselves individually to different family members;
- » Improved their **entire work performance** as they understood their own strengths and weaknesses in communication better;
- » Trainees started to naturally lead the Brainstorming sessions within the company as they could rationally understand their colleagues and bring clarity to the discussions making them much more meaningful and insightful; and
- » Started to enjoy parties much more as the idea of being around unknown people excited them as they mastered the art of talking.

// OUTCOME OF THE TRAINING AND MONEY BACK GUARANTEE

At the end of the training each person who has attended the training will be capable of:

- » **Uniquely Communicating** about their company and products,
- » **Smartly structuring conversations** based upon Golden Circle of Communication;
- » **Speed Reading People** by recognizing their personality type;
- » **Telling awesome stories** appealing to every person they meet; and
- » Building **trustworthy long term** business relationships.



If a trainee does NOT achieve any of the 5 above listed outcomes we offer a Money Back Guarantee.