

Psychology of Leadership

1:30 PM to 4:30 PM

You will learn how to:

- Think strategically and create clear plans of action
- Get organized and determine the resources you need
- Interview and select the right people
- Delegate effectively – with clear schedules and budgets
- Supervise in a superior way – to assure the job gets done
- Set up and maintain standards of excellent performance
- Focus on your core talents, skills and competencies
- Identify the constraints in your work
- Motivate others to do their best
- Deal with problem employees
- Execute smoothly and effectively every time

Selling at Higher Prices in a Lower Price Market

6:30 PM to 9:30 PM

You will learn how to:

- Identify the reasons for price resistance
- Eliminate the price as a reason for buying
- Compare your offerings to lower priced products
- Uncover the real reasons for cost concerns
- Avoid pure price buyers for what you sell
- Sell persuasively on non-price issues
- Focus on the seven factors that are more important than price
- Create greater perceived value for your product
- Diminish price concerns three ways
- Win the price wars – 10 different ways
- Emphasize the seven factors that determine all purchase decisions
- Use questions to deal with price objectives
- Put price in its place throughout the presentations

ADMISSION:

Single (afternoon or evening) \$225
Full Day (both sessions) \$325

Call for information about group/team rates
Prices subject to GST

BUFFET DINNER \$25
(tax & gratuities included)

“Learn and Be Inspired By the Best”



CANADA

BRIAN TRACY

Brian Tracy is one of North America's leading authorities on human potential and personal effectiveness. **A Best-Selling Author 42 times over**, Brian coaches 450,000 people each year on leadership, management, sales, personal development, strategic planning, goal-setting, time management and many other topics to help people become more successful.

See Brian Tracy

Live

Wednesday November 7, 2007

1:30-4:30 pm & 6:30-9:30 pm

Premiere Banquet Centre

9019 Leslie Street, Richmond Hill

(One Block North Leslie & Hwy 7)

Limited Seating!

Call Peak Performers Network
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