

THE POWER OF MEMORY

TOOLS FOR EXECUTIVES AND PROFESSIONALS THAT DRIVE SALES & CUSTOMER RELATIONSHIPS

What do you or your employees need to know *better* to close more sales? Client names, sales scripts, deal closers? Product details, precise sales procedures or customer relationship processes? Competitive or sales data, what was said, the names of everyone in the room?

Whether it's memory for names and faces, customer details, operational data, sales scripts, or specifics from conversations ... when memory fails, credibility and client confidence suffer, and results are compromised.

In this fast-paced skills-packed session, learn Scott Bornstein's 6 MemoryPower secrets that immediately improve individual performance and productivity, and drive sales relationships at every customer contact.

Scott will tune-up, re-wire, and unleash your greatest untrained asset ... your Memory Power, and drill-down 3 precise sales management strategies that you and your staff can use to inspire customers and make more sales. Participate in fun, "speed networking" exercises to give you total confidence remembering names, faces, and facts ... every time; and use Scott's 10-day plan for making MemoryPower your greatest competitive advantage.

Every customer, sales, and business interaction is a memory test. Do you and your team have the necessary skills to pass it? *After this session, you will.*

Here's what you'll learn to strengthen your MemoryPower and boost sales and customer relationships

- **The Five Laws of Memory Power**
- **The Bornstein Memory System for Rapid, Precise & Long-Term Recall**
- **Names & Faces Mastery – 6 Secrets to Flawless Recall of Names, Facts & Details**
- **Speed Networking – Drill-Down Best Practices to Sharpen Newfound Skills**
- **Relationship Selling – 3 Steps to Making Yourself Unforgettable to Your Customers!**
- **The Game Plan ... Scott's 10 Day Schedule to a MemoryPower Competitive Advantage**



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 48 countries, Scott's focus is simple: train people to get more from their innate MemoryPower abilities to increase sales, improve accountability, inspire customer relationships, and achieve better business results.

HERE'S WHAT CEO'S, SALES PEOPLE, & MANAGERS SAY ABOUT SCOTT BORNSTEIN'S MEMORYPOWER PROGRAMS ...



"This was so useful – All sales consultants should take this class!"
Erin McClelland, Cytometry Acct Mgr Beckman Coulter



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

Mary Leonidi, CEO *Polaris Companies & Wharton Graduate*

"Great workshop, very beneficial!!! Will use the techniques at our next franchise convention." Natasha Kogler, CIO Baja Fresh

"Great fun, power packed & easy to use in work & life. Thank you."
Hazel Jackson, CEO Biz-Ability, Dubai

"This is an all encompassing memory system. A system for learning "how to" remember and a system for remembering!" Craig Bardach, President Tronitech Document Management

"Great program! Great presentation! Great involvement!"
Monica Vegatopez, Sr HR Griswold Controls



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

"This is the best workshop I've experienced. The fast pace, your energetic style and mixed material kept my interest perked. I intend to use most of these methods at work and at home."
Noelle Diebler, HR Director, Winter Park Construction



"Scott's methodologies are truly amazing. Fabulous!"
Heather Rudder, Leadership Training Manager, Emirates Airlines

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

"Will help me save significant time." Virginia Parker, President

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SCOTT BORNSTEIN • CLIENT RESULTS

MEMORYPOWER FOR SALES, PERFORMANCE & PROFITS

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The worlds top CEO & Executive organizations - Young Presidents' Organization, Vistage /TEC, 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 members. Since 1980, he has trained more than 300,000 CEO's, professionals, salespeople and students in 47 countries.

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 insights produce, and his systematic MemoryPower processes are universally effective. Scott Bornstein is especially effective in helping companies and organizations drill-down knowledge they want their sales teams, colleagues, members or employees 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 Sponsors Information

Recently ...

Customer Buying Styles and Sales & Objection Response Scripts Training - 1-800-GotJunk? Call Center Sales Processes and Internal Training on Client/Vendor Data - Southern California Illumination Branding Messages, Industry Targets Data, Names/Faces of New Exec Team - Cognos-IBM 2008 KickOff Corporate Strategic Objectives & Targets - Ingram Micro Executive Global Kick-Off Vendor/Sponsor Data at Executive Management Retreat - Snack Food Association Mutual Fund Vendor/Sponsor Data for Annual Conference - PEAK Group, Canada Global Branding Roll-Out of Vision, Mission, Core Values - Entrepreneurs' Organization Guest Name/Faces Training for Front-line Employees & Vendors - Starwood & Shangri-La Resorts Mind-Map Summary for Recalling Content of 3 Day Executive Conference - MIT/EO Birthing of Giants Speed "Meet & Remember" Activity for Attendees - Entrepreneurs' Organization Intl Conference - Bogota Mind-Map Summary for 142 Pages of Info - California Dept of Justice Support Services Conference Names of Company Employees and their respective Spouses & Children for CEO Client Management Protocols for Employee Conflict Resolution - US Postal Service Mind-Map Summary & How to Remember Other Presenters' Content - ADP, Bear Creek Corp

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 audio, DVD, 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, 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 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.



SCOTT BORNSTEIN • CLIENT LIST

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A brief listing and who's who that have hired Scott Bornstein for their sales training, internal meetings, management and executive retreats, association and global kick-off keynotes/breakouts, brand launches and annual sales conventions ...

Young Presidents' Organization (YPO)	1-800-GotJunk?
Vistage/TEC	Cognos
Entrepreneurs' Organization (EO)	VentureTech
Harvard Business School OPM	Ingram Micro
American Society of Assoc Executives	Starwood Resorts Asia
Franklin Templeton Securities	Accor Hotels
Credit Lyonnais Securities Asia (CLSA)	Beckman Coulter
MIT/EO Birthing of Giants	Crystal Cruises
Mechanical Contractors Assoc of America	Shangri-La Resorts
National Automobile Dealers Association	Lux Asia - Singapore
Professionals in Sales, Marketing & Training (SMT)	PEAK Financial Group
US Chamber - Institute for Org Management (IOM)	Morgan Stanley
SFA Executive Leadership Conference	Fidelity Japan
Professionals in Human Resources Assoc (PIHRA)	Oman LNG
EO Global Leadership Conference - Kuala Lumpur	Astra - Indonesia
California Department of Justice	Cunard Cruises
CLSA Investors Forum - Hong Kong	Leading Concepts - Dubai
CitiGroup Asset Management	Prudential Realty
Winter Park Construction	T Rowe Price
Valensi, Rose, Magaram, PLC	AIG Investment
YPO South Africa University	UTI - India
YPO Prague University	HSBC
YPO South Eastern Area Conference	Whittier Law School
YEO European Area Conference - Munich	EO Tokyo University
EO Latin America Conference - Bogota	EO Marrakech University
YPO MENA Area Conference - Lebanon	YPO Sydney
YPO Family Baltic Cruise	YPO Bangalore
YPO Karrachi	YPO Quito
YPO Lisbon	YPO New York
YPO Mumbai	YPO Hong Kong
YPO Dubai	YPO Saudi
YPO Jakarta	YPO Bogota
YPO Oklahoma City	YPO Cape Town
EO Singapore	YPO Lagos
EO Vancouver	YPO Chicago

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