

Dan Seidman of SALES AUTOPSY

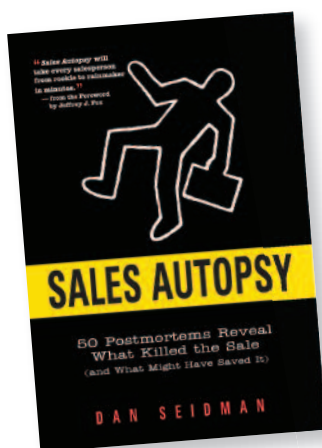
**Creative, Unique, Useful & Humorous
Selling Wisdom from a Selling Pro**



*"This is the #1 problem
that salespeople face
(Yes, that would be you)
You chase poor prospects!"*

HOW THE SALES WORLD IS RECOGNIZING...

- #1 Best-selling book *Sales Autopsy* reveals the top 7 ways world class sales professionals distinguish themselves from everyone else who sells
- One of the Top 12 Sales Coaches in America (Ultimate Selling Power)
- Business Humor Columnist with over 2 million monthly readers
- Over 600 sales horror stories collected from you colleagues around the world
- Fast becoming a "cult hit" among sales folks (*Sales & Marketing Management Magazine*)
- Two-time GOLD medalist, US World Masters Basketball Team (like all great athletes and sales pros, he loves winning, hates losing)



2006 Finalist

Dan Seidman Biography



Dan Seidman is the author of the #1 business best-seller, ***Sales Autopsy*** (Kaplan Publishing, October 2006), wherein Dan reveals the top seven traits that distinguish world class sales professionals from the rest of the selling world. The book has been translated into ten languages.

His business humor columns reach over 2 million readers a month, both online at Monster.com and ProducersWeb.com and in print at *Agent Sales Journal*, *Independent Agent Magazine*, *Advantages*, *Health Insurance Underwriter* and more.

Dan has been selected as one of the "Top 12 Sales Coaches in America" (*Ultimate Selling Power*) and runs the award-winning website **SalesAutopsy.com**.

Sales & Marketing Management Magazine has called his website of selling blunders a "cult hit among sales folks." Dan has collected over 600 of these hilarious, most-embarrassing sales moments during his selling, management and training career.

The **American Marketing Association** recently featured SalesAutopsy.com on their magazine cover as one of "Marketing's BEST Web Sites."

Dan is a professional speaker and trainer who positions his humor and teaching as "unique and useful" for sales audiences.

Dan has produced some unusual products including;

The Sales Comic Book: there is nothing like it on this planet (possibly any planet).

Revenge of the Reps: a high-quality video game, and

Sales Horror Stories: an audio cd (or mp3 download) for your driving pleasure!

Sales Autopsy Training: *Selling Power Magazine* award-winning design! Customized and/or upgraded sales training programs

Dan is a World Master's athlete who has two gold medals playing on the U.S. basketball team. He is a board member of the United Professional Sales Association (www.upsa-intl.org) and a volunteer sales & marketing strategist for the Willow Creek Association.

Dan Seidman lives in Barrington, Illinois with his Princess Bride, Wendy and son Joshua. Twin girls were recently discovered at his residence. They're being called Abigail and Rebekah. The three kids just hang around the house, getting fed and running up credit card bills. The parents plan to get even, but refuse to disclose how and when this will happen. There's also a noisy dog next door who is not long for this world, but that's not your problem either. And to maintain dog/cat balance in the universe, Dan always shares an unbelievable sales horror story about a cat.

Dan would like to encourage all sales professionals and entrepreneurs with this thought: if you laid all the really bad prospects from end to end around the world, 71% of them would drown.

Contact Dan today for availability
dan@salesautopsy.com or 1-847-359-7860

Sales Authorities You Know Endorse Dan Seidman's Products, Work and Wisdom

This book proves that nobody is totally useless. They can always be used as a bad example. **Dan Seidman is the best example of a 180-degree U-turn in selling strategy in the world**—he brings the dead (sales) back to life.

—**Jeffrey Gitomer**, author, *The Sales Bible* & *The Little Red Book of Selling*

I would highly recommend this book for anyone in sales or sales management.

—**Willis Turner**, President and CEO of Sales & Marketing Executives International

Dan Seidman's approach to sales is not only entertaining and humorous; it is also **sound, solid advice that is useful and unusually insightful.**

—**Bill Brooks**, author of *The New Science of Selling and Persuasion*

What a fantastic and funny resource! Rookie reps and experienced sales pros will love the stories and lessons in this book. You'll be repeating them to everyone who sells.

—**Brian Lambert**, Chairman and Founder, United Professional Sales Association (upsa-int.org)

This book shows you how to **make fewer mistakes and more sales, faster and easier** than you may have thought possible.

—**Brian Tracy**, author, *The Way To Wealth*

... **this rare and highly useful book** shows us how we can recover and learn from failure. Dan Seidman's work teaches us that failure is the diamond dust that nature uses to polish its jewels.

—**Gerhard Gschwandtner**, Founder and Publisher, *Selling Power Magazine*

Most of the book's mistakes are hall-of-famers. Some are hilarious. [The guy who thought his customer's wife was John Madden just kills me.] Real selling, big league selling, is a profession. It is a profession that requires constant learning, planning, practice, and the emotional fortitude to hear "no" and keep going. Anything we can do to improve the chance of selling success we must do. And one of the do's is don't make avoidable mistakes. You will learn from this book. **Sales Autopsy will take every salesperson from rookie to rainmaker in minutes.**

—**Jeffrey J. Fox** is the best-selling author of several books including *How to Become a Rainmaker* and *The Secrets of Great Rainmakers*

Learn from these true stories and don't make the same mistakes yourself.

—**Jim Graham**, Vice President of Training and Development, RR Donnelley

Funny, unforgettable, and totally unique. Want your sales to come alive?

Read this book! A powerful collection of sales war stories and water cooler wisdom, it's packed with the hard-earned lessons of grizzled sales veterans.

A must for your sales arsenal!

—**Chris J. Witting**, Success Journal Radio Network

Often, we learn best from the mistakes of other people—and these lessons stay with us longer. This book is a **creative, enjoyable, non-traditional look** at what has worked in the lives of other sales reps.

—**The Sandler Sales Institute**

This is a rare book. Not only does it teach you what not to do, it delivers the lesson in such a way that you can die laughing. I spit all over my computer screen when I read one of the stories. The last time I laughed this hard was when I was a kid and milk came out my nose. **I love this book. Devour it** and it will help you make more money while keeping you from making a fool of yourself. Learn from Dan. He's the man.

—**Joe Vitale**, author of way too many books to list, including *Hypnotic Writing & Buying Trances*

Stories so funny they have to be true! And that's why they're so useful—**must reading for anyone who sells for a living (or wants to).**

—**Seth Godin**, Author of 10 best-selling books

Real sales learning comes from making mistakes. Sales Autopsy's blunder stories **truly depict what doing business in the real world can be like.**

—**Sam Reese**, President & CEO, Miller Heiman, Inc.

Here's the first book that educates people on what no longer works, and does it with real examples that also happen to be very funny. **This book leads you to sales success**—and offers you a few laughs along the way.

—**Rieva Lesonsky**, Senior VP and Editorial Director, *Entrepreneur Magazine*

Dan Seidman provides the sugar that helps the medicine go down in the form of **humor that enlightens** as it tickles.

—**Jay Conrad Levinson**, author, *Guerrilla Marketing* series of books

Here is a powerful presentation of material to make you cringe, cry and of course, laugh. BUT, pay attention to the real reason this book was written—you may be antagonizing prospects with obsolete selling strategies. **If you value your business and want an entertaining presentation, have Dan talk to your people.** He'll save you money while he makes you laugh. You won't regret it!

—**Raleigh Pinsky**, author, *101 Ways to Promote Yourself*

This is great stuff! Some people are funny and some people are terrific sales trainers. You're the first person I have met who is **a truly funny and impactful sales trainer.** From reading this I had a great laugh, a chance to poke fun at myself as a sales person and I learned a ton. Thank you.

—**Donald A. Connelly**, Senior Marketing Officer, Putnam Retail Management

Dan, you are my muse. Your coaching completely revived our company's sales.

—**Susan Berkley**, Great Voice Company, author of *Speak to Influence*

"Dan was one of the best sales speakers I have seen in the last five years. Very prepared and connected with the audience."

"The best seminar I've seen this week."

"Best audience engagement of all classes I have attended here."

—*Comments from* **The Motivation Show**

Unique and Useful Keynotes and Sales Training Programs Guaranteed to Close the Gap Between You and Greatness

Choose from this Suite of Strategies to Boost Your Selling Performance

Sales Autopsy: *Why buyers are better at buying than sellers are at selling and what to do about it.*

Hundreds of humorous sales blunders reveal how selling has changed. Old school selling is closed. What's next?

Impact: Come learn new strategies you can immediately put into play when encountering today's super savvy prospect.

The Secret Language of Influence: *Your passport to persuasion power.*

Your words are gold coins. Language coaching is the most neglected area of sales skills training today. You should be sensitive to which words to adopt and avoid with prospects and clients.

Impact: One example; *minimizers* are words that erode the value of our product or service offering. Salespeople often introduce themselves on the phone with a comment like, "I *only* wanted to talk to..." That word *only* sends a message that what follows is of minimal importance. These language strategies are HUGE, especially if you do a great deal of phone work. This information is guaranteed to create an AHA! experience and make you a much better sales professional.

Teaching Consequences to your Prospects: *An Alternative to Feature Benefit Selling*

Old School is Closed! Hear how traditional feature/benefit selling is losing its impact on prospects and what approach selling superstars use to replace traditional pitches. You'll love the power, as well as the wisdom of how this works (Session includes the humorous exercise *Let's Talk about my Big BUT and how it helps you sell*).

Impact: Gain the flexibility to treat each buyer as an individual, while understanding how to best influence his or her decision-making process.

Unique or Antique: *Great Selling Strategies that Distinguish you from the Competition*

Keep from acting like all those sales dogs hounding buyers out there. Discover what strategies really work and which are now merely myths.

Impact: Learn loads of funny, unique tactics to gain attention, appointments and commitments to buy — like Dan's strategy for mailing coconuts to prospects.

The 800 Pound Lie of Guerrilla Marketing:

Impact: Entrepreneurs and salespeople love Guerrilla Marketing. Decades of crafty, creative and fun strategies have helped countless business brains to uncover new business. Prospects find you or you find them and what happens? Too often our marketing tale doesn't have that happy ending we all dream about. Dan will reveal why books, cds, teleseminars and expert advice on promoting your business are not enough to increase your income.

Three Brilliant Objection-handling Strategies: *Bring your 6 toughest objections and leave with 48 great responses!*

All the answers are in the room. Draw from the collective brainpower of your peers and you'll be amazed at how many language choices you have for your most common stalls and objections.

Impact: No more pat, predictable responses for your prospects.

How to Attain Sales Nirvana: *three words you MUST live by when you sell*

Can you answer this question? *What is the purpose of your sales call?*

There are many answers. *Only one is always right.*

Impact: Find out the answer and you get the keys to the kingdom of Sales Nirvana.

Find a Mentor: *Establishing your Legacy in the Sales World*

What if you could hang out with the smartest, most experienced salesperson you could find? What if they were regularly coaching you to greatness? What would your career look like if it was accelerated at warp speed?

Impact: Learn how the smartest of us look for smarter pros still. Your performance will never be the same.

Be a Mentor: *Leaving your Legacy to others*

The best learners are great teachers, too. By finding others to build into, you increase your selling skills and leave a legacy of success for others on the way up. Every entrepreneur and salesperson should both have a mentor and be a mentor.

Impact: The best learners teach new ideas quickly and often to anchor the strategies in their brain.

Have you written down your Five Power Questions that must be answered?

The best of the best ask incredibly potent questions that guide a buyer toward the tipping point in sales-decision time. You'll collect a dozen or more of these questions during this program. You'll want to burn the best five into the front of your brain.

Impact: Learn persuasive questions that motivate buyers to share information that can help them define the true value of your product or service.

How to Create Customized, Casual Conversations that Motivate Buyers to Buy. *Stop being predictable and make your sales call a memorable and moving experience for your buyer.*

Impact: Are you raising schizophrenic saleschildren? These reps are forced to pitch based on someone else's personality and words. Find out how to help reps find themselves—as sales pros - and watch their earnings head skyward.



"Sales reps who talk too much are like the car mechanic who says, 'I couldn't fix you

Client Results...

"Dan, we **more than tripled** our sales activity in one week using that wild strategy you taught. It's now part of our quarterly selling initiative."

—**Scott Stevens**, Senior Managing Director, Ziegler Financial Services

"Dan's focus on **the psychology behind 'why buyers buy'** is the key to marketing success in all industries."

—**Stace Hilbrant**, 401k Advisors, LLC

"I've **booked Dan three times** for corporate and association events. He's the perfect keynote to open a sales conference."

—**Ray Ohlson**, The Ohlson Group & Former President of Standard Insurance a multi-billion dollar company

"When you got confessions of sales blunders from our people, it was one of the **funniest conference experiences** I've ever had!"

—**Ken Nelson**, President - Bremer Bank

"Fantastic, beyond our expectations! You nailed 600 of us old sales pros with your opening question. **Immediately after your keynote six of our area directors asked about you coming to speak in their cities.**"

—**Jim Sirbasku**, CEO - Profiles International

"**Your presentation can only be described as wildly successful!** Both experienced and new women entrepreneurs were fascinated by your stories and the unusual selling strategies you shared during the course of the evening. These women business owners will be able to use what they learned from you for many years to come."

—**Sara Shifrin** - Women's Business Development Center of Chicago

"You have a great deal of insight on how to **successfully capture the attention of your audience.** Your approach of focusing on the humor of sales blunders is incredibly refreshing. In addition, your points of having our buyers examine the consequences of staying with their current situation is powerful. Dan, you are an incredible speaker and you provided real content that can be used right away."

—**Shawn Green, Ph.D.** - Aurora University Sales Institute

The funny & bizarre sales experiences you shared, and the **insights and unique strategies** presented, were greatly appreciated by those who attended. Many stated that the time with you was far too short."

—**Carol Kassab**, Director of Networking & Events, San Jose Chamber of Commerce.

"Dan, we employed that selling strategy you taught and landed **500 new sales** and commitments to buy in one week! I've never had anything like this occur in my career."

—**Mike Theisen**, National Sales Manager Savory Foods

"Dan Seidman's presentation on the "Death of 20th Century Selling" was most electrifying and enjoyable. It ranked as **one of the best programs of the year.**"

—**Elliott Black** - Institute of Management Consultants

What kind of organizations book Dan Seidman?

Advertising Specialties Institute

American Banker's Association

Sales Management Conference

American Society for Training & Development

Ameriprise

Aquascape

Ball State University Sales Symposium

Banta Global Sales Event

Blue Cross Blue Shield

Bremer Bank

Christian Management Association

Discover Card International

Illinois CPA Society

Institute of Management Consultants

Jackson National Life

Karl Storz Global Sales Conference

Life Insurance Selling Magazine Conference

Mortgage Guarantee Insurance Corporation (MGIC)

National Association of Food Equipment Manufacturers

National Association of Healthcare Underwriters (NAHU)

National Collegiate Sales Competition

Profiles International Global Sales Conference

Publishers Marketing Association

RE/MAX Michigan Annual Conference

Sales & Marketing Executives International

Savory Foods

Ski-doo Snowmobile Global Sales Conference

Society of Certified Property
and Casualty Underwriters (CPCU)

Southwest Securities

Staff Digest Annual Conference

State Farm Insurance

Tarkenton Financial

The Motivation Show

USA Tax Advisors

Willow Creek Association

World Vision

Ziegler Financial



...brakes, so I made the horn louder.'"

15 ways to help build attendance and anticipation for your event, and MAKE YOU MONEY!

1. Interview Dan for a fun cd to mail or mp3 download. Or post it at your website for prospective attendees
2. Have Dan record an upbeat, funny voice mail message and assign it to a box in your phone system for potential attendees to hear
3. Have Dan write a hilarious sales horror story article for your corporate newsletter or association magazine prior to the event
4. Have Dan analyze sales presentations of attendees and present his findings at the event
5. To build Early Bird sign-ups, use Dan's #1 best-selling book, *Sales Autopsy* as a gift
6. VIP privileges, such as a private breakfast or special session can be available to Early Bird signups or company award winners
7. Fax or email broadcast to request "most embarrassing sales moments" for Dan to use in customizing his program for your audience
8. Fax or email a "final notice" from you and Dan - the day before the Early Bird discount deadline
9. Assign a fax-on-demand number or an email auto responder address for potential attendees to receive some sample sales horror stories (Dan can supply the email address and auto responder)
10. Send questionnaires to prospective attendees with questions on what areas they would love to improve upon in their selling lives
11. Create a pre or post-event seminar with personalized coaching
12. Announce an author autographing session to occur immediately after Dan's program
13. Create a coupon booklet of freebies, discounts and gifts equal to the registration cost. This makes attendance "free." Dan can help compile this from vendors and exhibitors
14. Have Dan do phone interviews with key sales managers and executives to identify their definition and desires for a successful meeting
15. THE BIG WINNER: Your organization and Dan will form a "post-event joint venture" for non-attendees. Dan will supply products to offer those who missed the event. 50% of the income acquired goes to you! This offering can be made to your complete membership list to maximize the joint venture revenue.

"Dan brought useful information, but more importantly, he shared practices that are neglected by other sales trainers."

"Keep using humor to lighten us up in a tough business."

"Best seminar of the conference — engaging, uplifting and fun!"

—RE/MAX of Michigan
Annual Conference

Dan can train on any piece of the selling puzzle ...

- What does your team need to focus on most?
- What is the theme of your event?

Completely customized programs from one of America's top sales coaches.

Dan Seidman is also available for coaching and consulting clients. Ask him about reviewing your sales training program. Are you using the latest adult learning techniques to get your content burned into their brains?

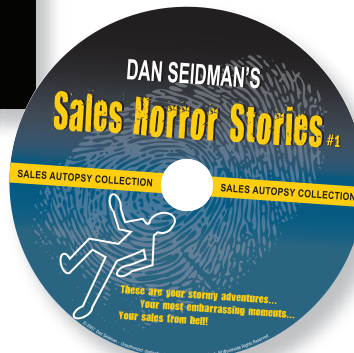
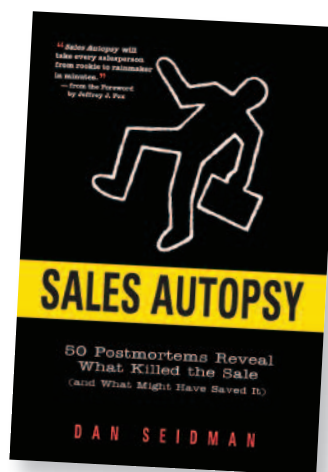
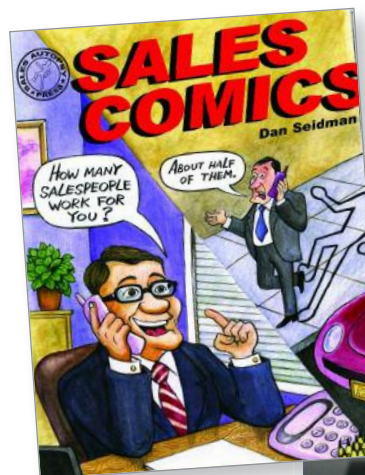
"Sales reps, take a tip from psychologists, learn to say things like, "Tell me more. Go on, please. Is that really that bad?" You talk a little, they talk a lot."

Contact Dan today for availability

Dan Seidman gives away these products to some of your attendees during his keynotes and training sessions.

These unusual products also make GREAT GIFTS for your team. Put them in registration packets, have sponsors pay for them or purchase them directly for your sales force!

Contact Dan for details and discounts. 1-847-359-7860 or dan@salesautopsy.com



Awards and Accolades for Dan Seidman and SalesAutopsy.com



2006 Finalist

dan@salesautopsy.com or 1-847-359-7860

Discover how World Class Sales Pros Distinguish themselves from everyone else who Sells

Sales Autopsy keynotes and training programs reveal the top seven ways world class sales pros rise above the competition. You could be quite surprised at how easy it is to boost your team's performance.

Resurrect your Selling with the Death of "I'll think it over."

Shame on us for not figuring out how to handle this resistant comment a decade or two or three ago. Based on how psychologists work with patients, this secret technique might be the single best idea in selling, ever!

The Change Formula $C = D \times V \times F > S$

How do you get buyers to change vendors? Change how much money they spend? Change their mind? A beyond-brilliant MIT professor has given us the magic formula to help change occur with prospects. Learn the equation, build a strategy off it and see how it can add up to bigger sales for you.

Old School is closed – discover what strategies really work and which are now merely myths

Today, buyers are better at buying than sellers are at selling. They've heard it all and you need to stop being predictable, or worse, irritating to savvy prospects.

Truly Great Sales Pros can Answer, then Act on these Three Questions

What is my responsibility on a sales call?
When do I give up on prospect?
Who do I really compete with?

The Secret Language of Influence

Your words can be worth gold on a sales call. Knowing what language to adopt and to avoid is the most neglected area of any sales training program. Swallow those destructive words, while keeping persuasive language strategies on the tip of your tongue. Exceptionally potent for phone work!

Confession Session – you won't believe the blunders of your colleagues! Do you have the guts to share your own? Prizes awarded for the brave!

Every one of Dan's programs include this event highlight! Hilarious selling blunders, hundreds of dollars in prizes, laughter and our apologies if you happen to learn something as well.

Great Sales Pros believe in Angels, do you?

In the world of venture capital, Angels invest in companies by providing resources. There are three investments a sales pro must make to achieve angelic performance in the field. Do you know what they are?

George Carlin for Sales Blues

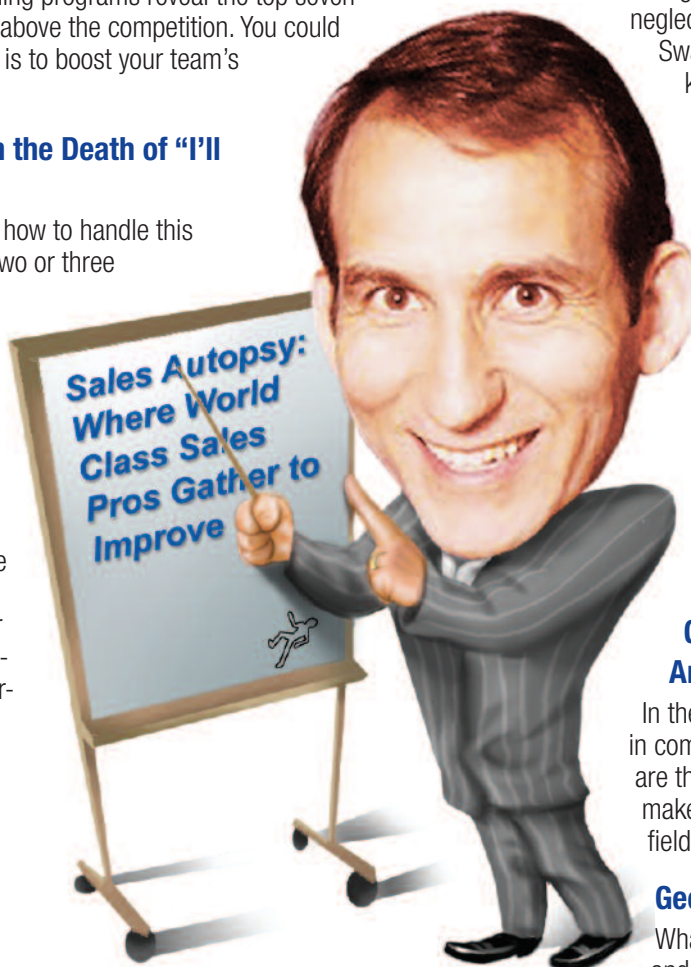
What do comedians, songwriters, authors and salespeople have in common?

Do your earnings fluctuate as wildly as John Travolta's acting career?

Stabilize, then increase your income. Your company, family and your bank account will be delighted at your Academy Award quality sales performance!

Unique or Antique

Are you sounding and acting and looking like every other sales dog hounding prospects? You must distinguish yourself or quickly be forgotten.



"For lack of training, they lacked knowledge. For lack of knowledge, they lacked confidence. For a lack of confidence, they lacked victory"

Julius Caesar, internationally acclaimed dead guy

"You can close the gap between you and greatness. Do what we teach and success will come knocking on your bank account."

Dan Seidman, internationally acclaimed living author of #1 business best-seller **Sales Autopsy**

