

# PROGRAMS

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KEYNOTES AND SEMINARS

ESPECIALLY DESIGNED FOR

**MANUFACTURING & DISTRIBUTION GROUPS**

**SALES PEOPLE**

## **Increasing Your Selling Power to New Levels of Excellence**

Have your attendees ever had a negative day selling? How did you feel at the end of it? Tired, drained... Now, have your attendees ever had a positive day selling? How did they feel at the end of it? Energized. What if they could create every day to be a great day? What would that do to their selling abilities? This program will show participants how to make every day that way through actual tools and techniques that will increase their energy levels for more effective selling capabilities.

## **How to Persuade Effectively**

People call it the art of persuasion, but is it really an art? Or are there actually systematic approaches which can be used to better understand our own motivation and that of those you are trying to persuade? The session explores this question and offers participants a proven way to read their clients' behavior styles, which enables them to be even more successful persuaders.

## **You Are The Creator Of Your Vision**

Who creates your vision anyway, and what can you do about it? This seminar will demonstrate by taking a hands-on approach to show the power of the mind to create the visions we have. Participants will leave knowing how to apply this information to goal and vision setting.

## **Switched-On Selling**

This program is a powerful new approach for creating a successful selling strategy through direct brain re-education. This program assumes that participants already have some sales experience, understand the sales process, and would like to achieve greater success. It enables agents to "switch-on" their central nervous system for each step in the selling process resulting in greater sales effectiveness.

## **MANAGERS**

### **Your Management Success Formula**

With the increase in competition and changes in the workplace, the key to good management practices now requires a clear understanding of human behavior. Through this program brokers will learn their own behavior style while they also receive a picture of the style of the people they have to manage. This information will allow them to better relate to and motivate their subordinates and is also valuable in team building, hiring, and the correct placement of personnel.

### **Managing The Stress of Change**

"Managing The Stress of Change" is a presentation that addresses the specific situation of the stresses we experience as a result of both expected and unexpected change in our lives. Participants will learn techniques that will enable them to cope with the stress of change more productively and effectively.

## **Partial Client List:**

Battery Council International  
Douglas Battery Company  
Georgia Pacific  
General Mills  
Heinz USA  
Industrial Supply Association

Manufacturers Agents in the Food Service Industry  
Manufacturers' Agents National Association  
Municipal Sign Association  
National Manufacturers Association  
Nat'l Electrical Manufacturers Rep Association  
Supply & Equipment Foodservice Alliance