

The Novak Sales/Communication Seminar

Increasing Sales through "The Human Connection"

Mr. Novak's highly interactive, hands on program reveals the key to professional success lies in understanding yourself, understanding others and realizing the impact of the human connection for increased profits in business. In this customized program that is developed from information gained in advance from the pre-program questionnaire, attendees will walk away with specific techniques that can be used immediately to increase their sales. In addition these techniques are devised to be easily implemented in virtually every industry.

The interactive program includes:

- The human connection in business
- Increase sales by working smarter not harder
- Double your sales and closing rate
- How to stay motivated everyday
- How to get potential clients to like and trust you
- The bottom line to increase sales and profits
- Bridge the generational communication gap
- Developing effective salespeople
- Maximize every communication opportunity
- The 80-20 rule of listening versus talking
- The salespersons mindset for increased sales



Value to Attendees: They will leave with the ability to make the human connection with each and every person they meet in person, over the phone or by email in 60 seconds. What results is an instant connection, that builds rapport, trust, and relationships which in turn brings about increased sales and profits. Novak's method is unique because it is fun, easy to learn, easy to use and reveals how to set yourself apart from your competition, for lifelong results... Increasing profits through sales is the bottom line in every business and it takes people, the human connection, for the utmost success. An 18 page workbook is included for every member to take home as well as a laminated memory card.