

HOT TOPICS

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If you don't see what you're looking for, don't worry.
Brian specializes in sarcasm, the topics below, and can create completely custom topics.

THE POWER OF INFLUENCE

EFFECTIVE SALES PROFESSIONALS AND LEADERS HAVE THE ABILITY TO INFLUENCE OTHERS. YOUR THOUGHTS AND BELIEFS HAVE PROFOUND INFLUENCE ON YOUR ACTIONS. IMAGINE BEING ABLE TO LEVERAGE NEW WAYS TO COMMUNICATE WITH OTHERS AND GUIDE THEIR DECISIONS.



WHAT YOU WILL LEARN

- How your beliefs and core values drive you and your business
 - The three most impactful influences (negative, unintentional, positive) and how to leverage them
 - How to identify these influences on your daily thoughts and how to channel them into success!
 - How to react and respond to problems in a way that creates positive outcomes
 - More effective ways to share your message to internal and external customers
 - How to become a brand ambassador for your business
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LEADERSHIP: BUILDING A WINNING CULTURE

WHY ARE YOU HERE? WHAT DO YOU WANT?

THESE TWO QUESTIONS ARE ANSWERED WITH LIES MORE THAN ANY OTHER IN BUSINESS. IMAGINE IF YOUR TEAM HAD A LEVEL OF COMMITMENT AS HIGH AS THE SKILLSET THAT GOT THEM HIRED?



WHAT YOU WILL LEARN

- How to fire someone and have them thank you
- The 3 keys to getting the best out of your people
- Why traditional interviews don't work and how to ask Miss America questions
- Proven principles from Fortune 500 leaders to hire, inspire, and have loyal employees
- Ways to increase employee performance and reduce organizational churn
- How being respected is more important than being liked in your company
- How to turn malicious obedience into voluntary compliance

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STREET HAWKER SALES TALK

ON THE STREETS OF SOUTH AFRICA THERE ARE "HAWKERS" WHO SELL EVERYTHING FROM SUPER GLUE TO JEWELRY. THEY MUST ESTABLISH RAPPORT, PITCH A PRODUCT THE CUSTOMER DOESN'T KNOW THEY NEED, DEMONSTRATE IT WORKS, AND DELIVER IT IN LESS THAN 30 SECONDS.



The challenge is, people don't like them. In fact, they despise them. They get rejected hundreds of times each day, but have amazing attitudes and make sales despite the "tough marketplace".

I lived on the streets of Johannesburg, South Africa for two days and documented the secrets of how hawkers close deals. I will share with the team techniques they'll take back and immediately apply.

They'll laugh and cry during the program, but it will forever change how they sell and serve your customers. Learn why you don't have to negotiate and how you can influence others every time.

Learn hawker secrets on attitude, discipline, and willing to hear "no" and still happy to move on to the next customer.

PSYCHOLOGY OF AN ELITE SALESPERSON

AFTER IN DEPTH INTERVIEWS WITH 11 TOP PRODUCING SALES PROFESSIONALS ACROSS DIFFERENT INDUSTRIES, BRIAN UNCOVERED COMMON TRAITS TO THEIR SALES SUCCESS.



WHAT YOU WILL LEARN

- About their specific beliefs towards the profession of selling
- Common fears do they share and how they overcome them
- How they deal with self-doubt and take personal responsibility
- What type of professional training development yields the best results
- How they anticipate and control the sales process from the outset to close
- How small differences can create and sustain long-term client retention
- What they do to engage objections with confidence
- How to develop meaningful stories that translate to relationships that close more deals