

# DOUBLE YOUR CUSTOMERS AND PROFITS

DELIVERING OUTSTANDING RESULTS IN ANY BUSINESS



## BRIAN TRACY LIVE!

- Top business and personal success guru in 56 countries
- Written 52 books in 38 languages, produced 500 audio and video learning programs
- Has given 5000 talks and seminars all over the world



Join international participants and learn the latest and greatest from Brian Tracy

Bangkok  
Ho Chi Minh City  
Manila

5 November 2012 • The Landmark Bangkok  
7 November 2012 • Windsor Plaza Hotel  
9 November 2012 • Mandarin Oriental Hotel

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ITD-MEGA GURU EVENT • LEARN FROM THE BEST TO BE THE BEST

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# A Personal Message from Brian Tracy

Learn how to make more sales in any market. Generate greater revenues and increase your profits against any competition. Move into the top 20 percent of people and businesses in the world today.

I have spent 30 years traveling in 98 countries, reading thousands of books, giving 5,000 talks and seminars, and training more than 5,000,000 business owners, entrepreneurs, executives and salespeople on key strategies and techniques for personal and business success.

In this program, I will share with you some of the very best methods and techniques used by top people everywhere to double their sales, income and profitability.

I am looking forward to meeting you, talking with you, taking pictures together and sharing wonderful new ways to quantum leap your success.

Kindest regards,



*"Brian shows you how to tap into the spiritual and emotional energies of every person so they are internally motivated to perform at their best every day."*

**-Stephen R. Covey, author, *The 7 Habits of Highly Effective People and The Leader in Me***

*"Brian's positive, practical ideas for getting the most out of each person can transform your team and make you a great leader."*

**-T. Harv Eker, #1 New York Times bestselling author, *Secrets of the Millionaire Mind***



## Who Should Attend?

This seminar is designed for every person who wants to quantum leap their success with customers in any business.

The seminar is ideal for business leaders, executives, managers and supervisors that need to deliver results with customers and ensure profitability, salespeople, business owners, entrepreneurs and every person who wants to double their customers, income and profit.

## The Schedule

8.00am	Registration Open
9.00am	Introduction and Official Launching
9.10am	Morning Session (Tea-break and Book Signing from 10.30am - 11.00am)
12.30pm	Networking Lunch and Book Signing Ceremony
1.30pm	Afternoon Session (Tea-break and Book Signing from 3.00pm - 3.30pm)
5.00pm	End of Session



## What Will You Learn and Gain?

Learn how to make more sales in any market. Generate greater revenues and increase your profits against any competition. Move into the top 20 percent of people and businesses in the world today.

Over the past 30 years I have trained more than 5,000,000 business owners, entrepreneurs, executives and salespeople in 60 countries worldwide.

I will share with you some of the very best methods and techniques used by top people everywhere to increase their sales, income and profitability.

In this exciting fast-moving one-day seminar, you will learn the following:

### SESSION 1 – The Qualities of Top Achievers

- Apply the 80/20 Rule to everything you do
- Become the best in your field
- Develop unshakable self-confidence
- Increase your enthusiasm and commitment
- Take complete charge of your work and life

### SESSION 2 – Setting Powerful Goals for Success

- Learn the three factors that determine your future
- Practice the seven most effective steps to goal setting
- Determine your most important values
- Identify your most important goals in every area
- Decide upon your “Major Definite Purpose
- Achieve more in the next year than most people achieve in five to ten years

### SESSION 3 – Targeting & Prospecting – The Key to Winning more Customers

- Identify your best prospects for what you have to offer
- Focus your time on new business development

- Practice the three keys to greater sales
- Learn the qualities of a good prospect
- Get more appointments with better prospects
- Discover the real reasons that customers need your service or product

### SESSION 4 – Building Trust and Credibility

- Build high-quality relationships with customers
- Learn the “Relationship Model” of selling
- Develop high levels of trust with each person
- Practice essential listening skills
- Build a positive reputation in your market

### SESSION 5 – Uncover Customer Needs & Desires

- Ask your way to success with great questions
- Find the real reason why your customers will buy and why they keep buying more
- Uncover hidden buying motives
- Eliminate the price objection immediately
- Question for clarification

# What Will You Learn and Gain?

## SESSION 6 – Presenting Powerfully With Maximum Influence

- Use the “Golden Triangle Method” to convince anyone
- Position yourself as an expert in your field
- Teach the customer how to benefit the most from your product or service
- Show, tell and ask questions continually
- Practice the “Trial Close” throughout

## SESSION 7 – Answering Objections Clearly

- Identify the six major objections to any sale
- Uncover and neutralize price objections
- Sell higher priced products against lower priced competition
- Deal effectively with initial sales resistance

## SESSION 8 – Closing the Deal and Securing More Business

- Prepare properly to close the deal
- Ask the customer to buy seven ways
- Practice the best closing techniques – used by the highest paid business people worldwide
- Increase your closing ratio from one in ten to one in two
- Learn the most important skill for gaining more business

## SESSION 9 – Getting Re-sales and Referrals

- Make your customers happy they bought from you
- Get customers to double their purchase and buy again and again
- Respond quickly to customer questions and problems
- Develop a “Golden Chain” of referrals to multiply your number of customers
- Get two new prospects for every customer and get one new customer for every customer

## SESSION 10 – Managing Your Time and Results

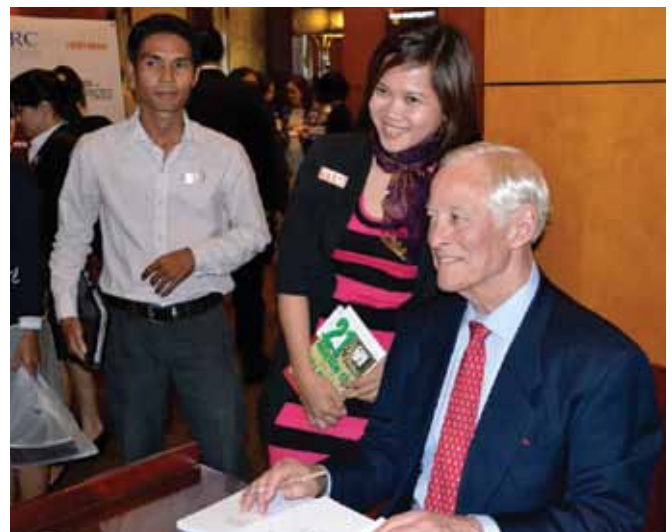
- Double your productivity, performance and income
- Focus on the most important use of your time
- Make a list and set priorities each day
- Use the “ABCDE Method” of results management
- Overcome procrastination and multiply your performance

## SUMMARY – The Seven Secrets to Double Your Customers and Profit

You learn seven things you can do every day to be the top performer in your field.

You learn the proven, practical methods of excellence practiced by the highest paid people in the world of business.

You learn the most important skills you need to double and to continuously increase your customers and profit in any market.



# Continuous Learning Resources, Tools & Follow Up

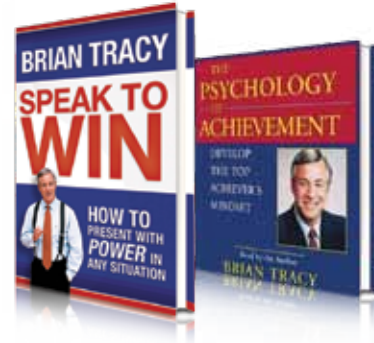
This is the most popular and powerful seminar on personal productivity, performance and success in the world today – in 58 countries.

In addition to what you will learn at the seminar, you will receive a series of additional learning materials that you can use to increase your results in the months and years ahead.

## Free Resources and Tools

Weekly newsletters to keep you informed and inspired:

- **Personal Success:** Ideas, strategies, methods and techniques for success you can use every day
- **Sales Success:** You will receive a series of practical sales tools you can use to increase sales immediately
- **Financial Success:** Learn how to make more money, make your money grow, and achieve financial independence
- **Business Success:** Learn the best business strategies and practices used by the most profitable businesses in every industry



- **Time Management Success:** Learn how to set goals and objectives, make plans, set priorities and get more done faster
- **Management Success:** Learn how to be a better leader, make better plans, hire good people, manage, motivate and get more results than ever before

### Brian Tracy Teleseminars and Webinars

You will receive FREE invitations to attend a series of high-content, high-value learning programs via telephone or computer.

Learn subjects such as: Managing & Leading; Selling Higher Priced Products; Building Your Self-confidence; Speaking Professionally; Setting and Achieving Goals; Negotiating to Win; and Becoming a Millionaire.

### Brian Tracy's Goal-setting Guide

You can download the most helpful goal-setting program in the world today. Learn how to decide what you really want in every area of your life, set measures and deadlines, create plans of action, set priorities, keep yourself motivated, plus a 30-day program to develop the habit of goal-achieving for the rest of your life.

### Continuous Learning Opportunities

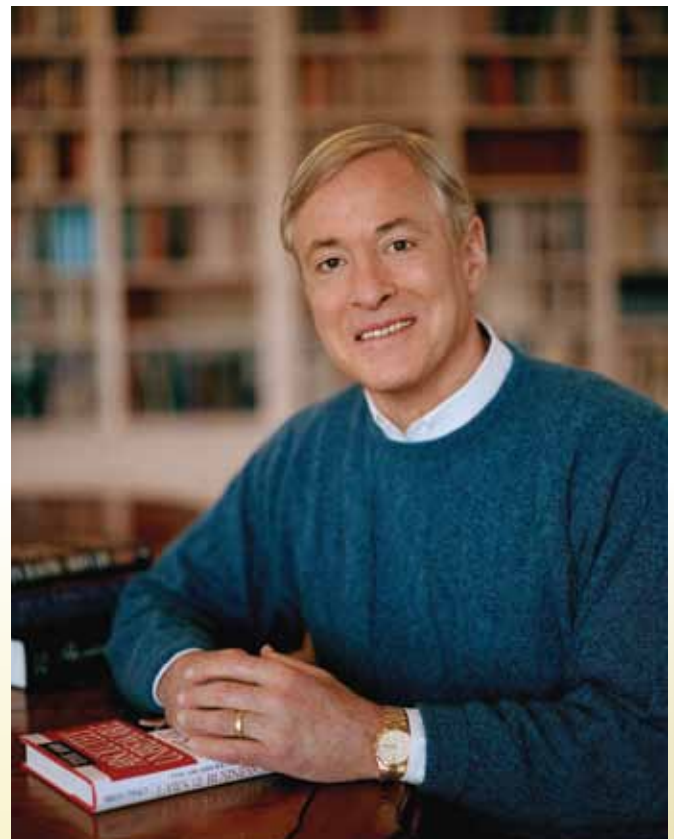
You will receive regular invitations to join and attend special seminars and workshops online, given by millionaire business people to help you to be more successful in every area of business development – especially in internet marketing and sales. These private sessions can earn or save you thousands of dollars – at no charge.

### Business Growth Strategies Membership

This 250-lesson, online video-based learning program enables you to test yourself in 6 key areas: Business, Entrepreneurship, Marketing, Sales, Management and Personal Success. You receive a 30-lesson personalized learning program with unlimited access to a complete video-training series by Brian Tracy that can save you years of hard work.

### Quote of the Day

Each day, you will receive an inspirational quotation to motivate you all day long.



# Fast Facts about Brian Tracy

- Top selling audio/video author in personal and business success in the world
- Has written 52 books that were published in 38 languages and sold in 58 countries, and given 5,000 talks and seminars to more than 5,000,000 participants
- Consultant, Speaker and Trainer to more than 1,000 large companies worldwide, plus 10,000 small and medium sized business owners
- CEO Coach, Advisor and Consultant to the Presidents and CEOs of large companies worldwide
- Has given more than 5,000 radio, TV and newspaper/magazine interviews, including CNN, Fox News, CBS, CBC and hundreds of local TV and radio shows
- Clients include: IBM, Hewlett-Packard, Wal-Mart, FedEx, PepsiCo, MetLife, Northwestern Mutual, Lockheed Martin, DVB & AWD (Germany), Prudential, A.G. Edwards, Ford, Deloitte-Touché, Caterpillar and many others

*"I credit Brian with my accomplishments of being a top producer and earner with all the companies I have been employed. Brian has helped me in my personal, family, spiritual and business life. I have never met anyone that is as well read as Mr. Tracy. His ability to speak on so many different subjects is unparalleled. You are truly an inspiration and keep me striving to always accomplish more while staying in balance."*

**- Brian Mertens, Vice President**

*"Brian Tracy has been my #1 sales mentor empowering and enabling me to become the best salesperson I could ever be. No one else even comes close to what Brian teaches."*

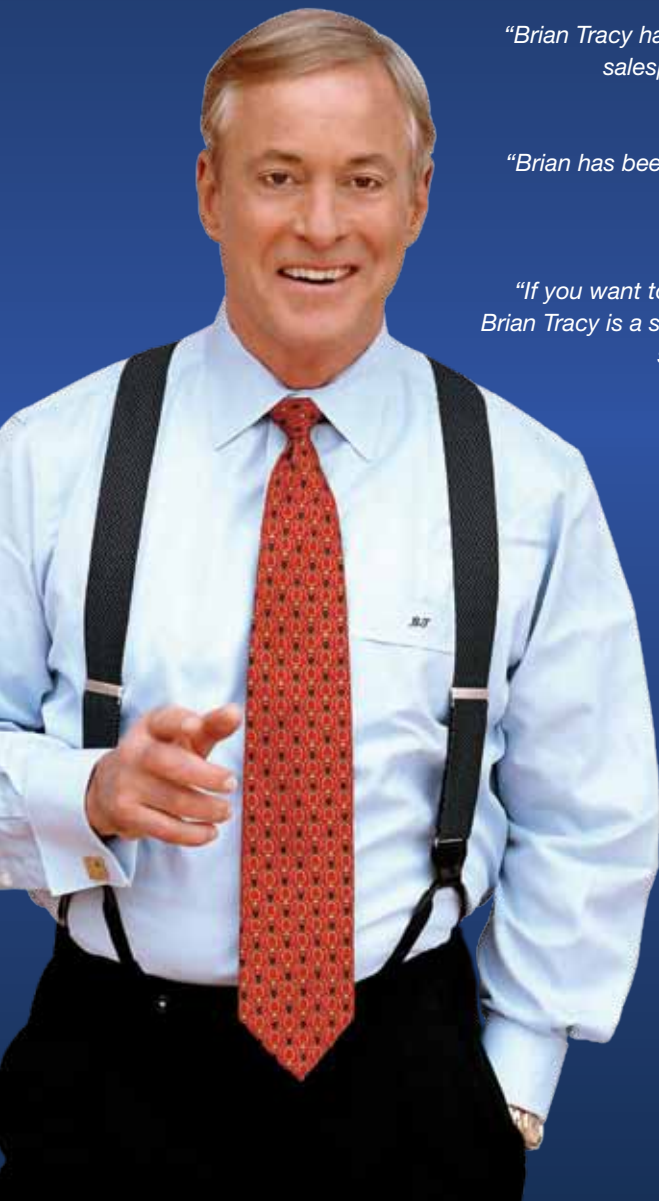
**- Dr Marc Dussault, The World's #1 Exponential Growth Strategist**

*"Brian has been tremendously instrumental to my success over the years. The psychology of achievement was absolutely life changing for me!"*

**- David Markert, ScreamFree Living, Partner**

*"If you want to be a great and inspiring speaker, you want to study with the best of the best. Brian Tracy is a superstar from the platform. He is the man to study as he teaches you step-by-step how to go from nowhere to somewhere great in business. No one can do it better than Brian."*

**- Mark Vistor Hansen, Co-creator, Chicken Soup for the Soul**





**DOUBLE YOUR CUSTOMERS AND PROFITS**  
**DELIVERING OUTSTANDING RESULTS IN ANY BUSINESS**

(Please make copies of this page for registration as required)

Manila | 9 November 2012 • Mandarin Oriental Hotel

<b>Event Fees</b>	<b>Philippines</b>	<b>International</b>
<b>Early Bird Fee</b> Registration with payment before 31 August 2012	P 17,000.00	USD 425.00
<b>Normal Fee</b> Registration with payment after 31 August 2012	P 19,000.00	USD 475.00

*"Personal Success and Brian Tracy are synonymous. Nobody I know can teach you more about how to achieve and succeed than Brian. He makes the case clearly and then proves it in his own remarkable life. If he recommends it, do it. He knows what he's talking about."*

**- Jim Cathcart,  
The Acorn Principle, Author**

**Group Registration:**  
Registrations with payment before 31 August 2012:

<b>Number of Pax</b>	
5 or more	P 15,000.00 (USD 375.00)
10 or more	P 14,000.00 (USD 350.00)

For 20 or more participants, please contact ITD Manila

*"The day I learned Brian Tracy's 21 ways to be a sales superstar, my life changed forever. I went from being a Sales Manager to becoming a Director of Sales & Marketing, and raising my income by more than 50%! With Brian Tracy as my mentor, I feel the sky is the limit. His words inspire me each day to grow both professionally and in my personal life as well."*

**- Ravi Balan, Biltmore Hotel & Suites,  
Director of Sales & Marketing**

**Payment Details**  
Payments may be made by telegraphic transfer, bank deposit, or local check.

Above prices are subject to 12% VAT

**Payment Details**  
Payments may be made by telegraphic transfer, bank deposit, or local check.

Account Name (Pay to) : ITD Consulting Group, Inc  
Account Number : 0005-9500244-7  
SWIFT Code : MBBEPHMM  
Name of Bank : Maybank Philippines, Inc. (Makati Branch)  
Bank's Address : New Solid Building, 357 Sen. Gil Puyat Ave. Makati City

Please tick:  Early Bird Fee  Normal Fee  
 Group Registration (Total Number of Pax \_\_\_\_\_ Event Fees per Pax \_\_\_\_\_)

Please specify if you are:  Vegetarian  Non-vegetarian

\* For Group Registration, kindly indicate the number of participants who are Vegetarians & Non-vegetarians

Title and name: Prof/Dr/Mr/Mrs/Ms

Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Mobile \_\_\_\_\_ Position \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

Mode of registration; call or fax either one of the below:  
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Replacements and representatives are allowed, however the fees paid are not refundable.  
**www.itdworld.com**



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ITD was founded on a simple yet powerful vision of enabling organizational & HR development goals that enrich lives & create a better society. ITD's roots can be traced back to 1984 when a group of visionary HRD experts established an institution, which quickly emerged as a leader in its field. ITD's mission then and now remains clear - To continuously excel as the leading multinational provider of superior quality organizational & HR development solutions in the Asia Pacific for national and regional building.

ITD Group's headquarters for global research and development is based in Singapore and its administrative head office is established in Penang and Kuala Lumpur, Malaysia. ITD has centers spanning Malaysia, Thailand, Vietnam, Philippines and Singapore.

ITD Group's six core areas of expertise include Corporate Training; Professional Competency Certification; Business Coaching and Consulting; Mega Events and Conferences; Business Education and Research and Community Service and Networks.

In an increasingly globalized economy driven by knowledge, competency and innovation, ITD can be the people's crucial source of competitive advantage due to its ability to combine expertise and experience from its core areas of expertise. This portfolio synergy allows ITD to better meet the unique development needs of individuals, corporations and the community.

Over the years ITD has earned a sound reputation as a leading training, HRD and education provider having successfully produced thousands of graduates and provided organizational and HR development solutions to a large number of clients throughout the Asian region. ITD's clients include many leading multinational and local corporations.

As an international HRD award winning organisation, ITD has made its mark of excellence in the international HRD arena. It was the winner of the 2006-2007 ARTDO International (formerly known as Asian Regional Training and Development Organisation) International HRD award. This highly prestigious international award is presented to the most qualified organization in recognition for outstanding contribution to international HRD. ITD was also bestowed the Brand Laureate International Award for the Best Brand in Training, by H.E. Tun Dr. Mahathir Mohamad, Prime Minister of Malaysia for 22 years.

As a clear distinction of ITD's commitment to quality and continuous improvement, the Group has attained the ISO 9001:2008 Certification for Global Provision of Training and Development. This simply means that ITD's quality management system is globally applicable and meets stringent international standards.

Ultimately, the ITD vision is all about people. The truly shared meaning behind ITD's torch goes beyond leadership and excellence, it's about uplifting and bringing 'light' to people's lives and helping both individuals and organizations attain their aspirations. It is about fulfilling dreams of building a better and more peaceful tomorrow. This is the ITD passion and commitment - a pledge that people can count on.

For more information please go to [www.itdworld.com](http://www.itdworld.com)



Global Provision of Corporate Training and Development  
Institute of Training and Development's HQ  
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