



# Dan Norman

*This expert has made a science of understanding the fundamental success elements of sales superstars*

## Testimonials

Dan has a rare combination of experience, solid understanding, the ability to teach and outstanding stage presence.

He is honestly one of the best sales motivational speakers I have ever seen. Each time I have the pleasure to attend one of his events, I pick up yet one more tip that allows me to continue my own successful career in sales.

— JIM BACON, VICE PRESIDENT OF SALES, ERICSSON, INC.



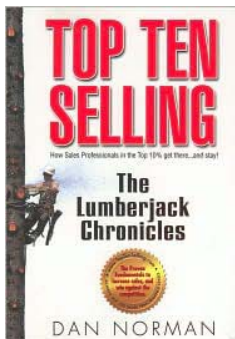
Dan's presentation was insightful, intelligent, upbeat, energizing and fun! And clearly, thoroughly enjoyed by the audience. I can tell you that every eye and ear in the place was focused on Dan's presentation ... He's terrific!

— CYNDI MATZICK, SR VP, ORLANDO REGIONAL CHAMBER OF COMMERCE



What a great presentation! ... "We're All in Sales" was standing-room only!

— MARK TARABORELLI, CO-CHAIR, EDUCATION, MPI SOUTHEAST EDUCATIONAL CONFERENCE



After working more than 25 years in various sales and general management positions, Dan Norman has a wealth of knowledge that goes far beyond theory. Dan is a sales performance expert who earned an impressive reputation within the Fortune 100 companies for which he worked. Today he shares his expertise with thousands of professionals to ensure they realize unparalleled success!

Dan is the author of *Top Ten Selling; The Lumberjack Chronicles—How Sales Professionals in the Top 10% Get There ... And Stay!* What do lumberjacks have to do with selling? Well, Dan's career began in a logging camp high in the hills of north Georgia, where he made his first sales call as a rep with Motorola; there he was, dressed in a suit, surrounded by lumberjacks carrying chain saws! *Top Ten Selling* doesn't focus on sales skills, rather it is a book about the mindset, characteristics, actions, and motivation of sales superstars. Indeed, whether or not your job title has "sales" in it, the fundamental principles that Dan teaches mean success throughout the workplace and in all walks of life.

During his educational, informative and humorous presentations, Dan examines the proven fundamentals of top performers. Thanks to relatable stories and specific examples, Dan's audiences always understand and remember his valuable lessons. Indeed, he does in-depth advance homework to assure that he understands the products, competition and challenges that they face, so that every lesson is on target. Check out the takeaways from Dan's most dynamic presentations—which program does your audience need first?

### How Sales Professionals in the Top 10% Get There...and Stay!

- The seven attributes and practices of the superstars in sales
- Six sales actions to immediately improve sales
- How to develop and keep a resilient sales mindset
- Effective networking and prospecting
- Closing skills that get the business faster
- How to improve customer satisfaction and referrals

### We're All in Sales!

- Steps to develop and keep a resilient mindset
- How to listen and understand what people really want
- Improved presentation and closing skills
- The importance of "being there" executing your plan
- The responsibility and benefits of "giving back"

### The 9½ Fundamentals of Successful Management

- Seven practices to create a great workplace
- How to set objectives that will be achieved
- To "get things done" and exceed goals through others
- How to assure improved customer satisfaction

### The Eight Fundamental Leadership Practices!

- The differences between management and leadership
- The leadership mindset
- The need to inspire teams to take action
- What needs to be done when it is all over



## ESPARZA SPEAKERS

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