



# Brian Sullivan

*High-energy, no-nonsense training assures peak performance for your sales team on their way to the TOP!*

## Testimonials:

I've been selling the same basic product to the same customers for over 10 years. {You} turned my thinking upside down! You gave me so many ideas to improve the job I do—and you made it seem like fun! And guess what? I [became] my company's Top Sales Performer! You're a genius!

— LINDA JAMISON, NATIONAL ACCOUNT MANAGER, TIMEWARNER BOOK GROUP

Terrific! [Brian's] ability to mix humor with the serious is extremely effective. His kinetic approach is enjoyable. His interaction with his audience without embarrassing participants produces very valuable feedback.

— MILES UNOBSKY THEEMAN, COO, AFFILIATED HEALTHCARE

Brian, you have a gift for what you do . . . you gave [my group] a new insight into the black art of selling.

— DON ARNOTT, GENERAL MANAGER, EVEREST/VIT INSPECTION SYSTEMS, UK

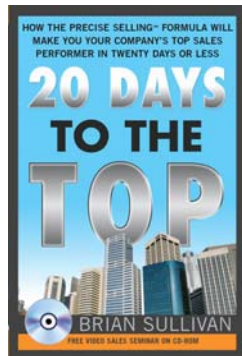
I have been in hospital sales for over 25 years and have participated in numerous sales courses. Your enthusiasm, passion and belief in the message you conveyed was simply unparalleled. You have developed a winning formula!

— MIKE DANIELSON, CEO, PEAK MEDICAL

Brian Sullivan is a business speaker and sales trainer who always delivers high-energy, no-nonsense, interactive programs with heart and humor. Whether your goal is to train rookies in the field, keep sales veterans motivated, develop great sales managers and executives, or instill leadership skills throughout the entire organization, your search stops here. Few speakers or trainers will have the impact on their audiences that Brian Sullivan does.

Drawing on years of personal success, Sullivan does more than talk to audiences, he gets involved with them. During a 15-year career in medical product sales, sales management and consultation to healthcare providers, Brian developed an enviable reputation as a top performer at a leading manufacturer, winning numerous awards and setting sales records year after year.

In recent years, Sullivan developed his own PRECISE SELLING Formula and authored the book, *20 Days to the Top*. Brian is also the co-host of a radio talk show called



“Entrepreneurial Moments” which can be heard on the web on Hot Talk 1510 KCTE, Monday mornings between 9-10am (CST). Entrepreneurial Moments provides business people of all types practical tips for success, as various topics are explored in conversations with successful business owners and risk takers.

Brian does more than repeat routine information, he ensures that your program objectives and his message are fully aligned. Audiences are engaged by his humor, anecdotes, passion, personal insights, and real substance. Furthermore, his messages deliver measurable, repeatable, and sustainable training.

Sullivan will customize his programs for your audience on team-building, entrepreneurship, and leadership skills. His sessions for sales representatives, managers and executive include:

- Say Less...While Selling More
- Create a Posture that Attracts Customers
- Boost Product, Industry and Competitive Knowledge
- Overcome Time-Wasting Indecision
- Explore for Diamonds in Your Own Backyard
- Evaluate Sales Performance After Every Call
- Use Questions to Enter Your Prospect's Head and Heart
- ....Much More



## ESPARZA SPEAKERS

2200 WILSON BLVD., #102-364 • ARLINGTON, VA 22201-3324

PHONE: 703.243.1620 • WEBSITE: WWW.ESPARZASPEAKERS.COM