



# Bob Gray

## Building total recall

*The Memory Coach says there's no such thing as a bad memory—only an untrained one.*

### Testimonials

"... fun and educational. You ... hold the crowd and keep them wanting more."

—Catherine L. Parks, Sr. Marketing Assistant, DuPont

"... one of the most educational business seminars we have experienced ... [it was] suggested that 'this training should have been mandatory before the Account Managers received their personal computers!'"

—Bruce Walker, Sales Mgr., Kodak

"With [attendees from] 37 countries, the message you delivered has resonated around the world. [One] member summed up everyone's sentiments when he said 'Please—bring him back!'"

—H. Cris Collie CAE, Executive Vice President, Worldwide ERC

"I highly recommend your session to any group anywhere."

Dianne Walker, National Mgr, Sales & Marketing, Manulife Financial

"You have a spirited style ... Your information is so vital to success in business ... stellar performance."

Andy Doerfler, DDS, American Dental Association

"Your techniques for remembering important details such as jurors' names and case citations are immensely helpful to lawyers in the courtroom. I was particularly impressed with the time and effort you spent customizing your presentation to fit our needs."

—Steve Oberman, Chair, National Assn of Criminal Defense Lawyers

"The benefits to our business have been immediate and will be lasting."

—Phil Cunningham, President, Mackenzie Financial

Bob immigrated to Canada from England in 1979 as an entertainer. He immigrated under a unique condition—he had to prove he wasn't taking a job from a Canadian. He wasn't. In fact, Bob wasn't taking a job from anyone else in the world. He would be demonstrating on stage his unique talents that earned him a place in the *Guinness Book of World Records*. After demonstrating those ability to an amazed immigration official, his passport was stamped and he became a Canadian.

For the next few years, Bob traveled North America demonstrating his incredible memory and inimitable abilities to diverse audiences. Then he switched careers, entering the fitness industry. Using his memory techniques he never forgot a client's name, he remembered their individual fitness goals, interests, hobbies and even the names of their spouse's and children. He quickly became the top salesperson, winning every individual sales contest the company offered. Bob started 'climbing the ladder'—from salesperson to partner in the company. Then he was asked to share his techniques at a national fitness convention. He was a hit and his program an instant success. Since then Bob has developed a series of funny and effective keynotes and workshops which help executives, managers, and salespeople improve their performance.

Do any of these situations sound familiar?

- ◆ You have just been introduced to a group of 5 people, all potential clients, and two minutes later...you can't remember any of their names.
- ◆ A client asks you for information, and you promise to look up the data and get back to her—then you forget to follow up.
- ◆ Need to make that call, but you can't put your hands on the PDA . . . was that number 555-1287 or 555-1827?

Common memory lapses like these occur, can lead to frustration, embarrassment, the loss of credibility, and it can create a negative image. Conversely, an excellent memory conveys the image of success and of someone who is in control. A trained memory is a business asset attainable by everyone.

Bob Gray dispels the myth that memory can't be improved. He draws on thousands of years of tradition and training in mnemonics (the science of memory). From its roots in academia, legal practices and politics, Bob updates mnemonics for fast and effective use in modern business. Bob shows professionals how to use the neglected assets of human memory to prevent the loss of credibility and dollars in lost sales and inefficiencies. Some of his signature programs, which range in length from 30 minutes presentations to full-day workshops, include:

- ◆ The Turbo-Charged Brain
- ◆ I'm No Good with Names ... But I Never Forget a Face
- ◆ The Power of Connections
- ◆ 181 Minutes to Total Recall
- ◆ A Workshop: Memory's Best Kept Secret



## ESPARZA SPEAKERS

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