

Ruth Schwartz, Author, Speaker, Leadership Coach



Be a Sales Rock Star Understanding Your Customers' Motivations

Business and Executive Coach, Ruth Schwartz, built a \$10 million, distribution business that was one big sales organization. But it wasn't until she started helping others build their businesses to ten times growth that she realized the potential in being able to see the genius in their employees but see the unique genius and buying styles of their customers and prospects.

In this presentation you will learn to:

- Understand Your Customers' Behavior and Motivations
- How to build an emotional connection with your prospects
- Learn about behavior styles, what they mean and how they positively influence your sales relationships
- Become a better leader and salesperson

In her dynamic presentation, *Be a Sales Rock Star*, Ruth transcends the typical sales training presentation to show how to make an emotional connection with customers by understanding their behavior and emotional style, hopes and fears. This is an interactive and fun presentation designed to give the audience insight into their own styles so that they can recognize the needs of others.



About Ruth

Ruth Schwartz is an internationally certified, business leadership coach, motivational speaker, author of the book, *The Key to the Golden Handcuffs: Stop Being a Slave to Your Business*. She owns High Performance Advocates, a management and leadership development coaching company and the creator of the Fail Proof Hiring Program

The Key to the Golden Handcuffs: How to Stop Being a Slave to Your Business is the story of how Ruth started the high performing, open book company Mordam Records and built it into a \$10 Mil company. Through interviews with former employees, she tells how to create consensus through knowledge and empowered decision making so that any business owner can be free of day to day task management and become the visionary leaders they would like to be.



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