

Ruth Schwartz, Author, Speaker, Leadership Coach



Be a Sales Rockstar: Understanding Your Customers' Behavior and Motivations

In today's market companies are finding it essential that their employees are better communicators. The ability to sell and interact effectively with others could determine success or failure.

Understanding sales behavior and motivations provide leverage to having greater sales success.

In this presentation you will:

- Have an opportunity to take a reduced rate DISC/PIAV assessment – Debrief as you learn
- Learn about behavior styles, what they mean and how they positively influence your sales relationships
- Learn about yourself.
- Become a better leader and salesperson.

Identifying the behaviors and values of you clients, coworkers, and prospects improves efficiency, productivity, and smooth the way to becoming a sales Rockstar.



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* and the facilitator of Business Mastermind Groups. 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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