



Impacters Global Events  
Developing Global Leaders

# Brian Tracy

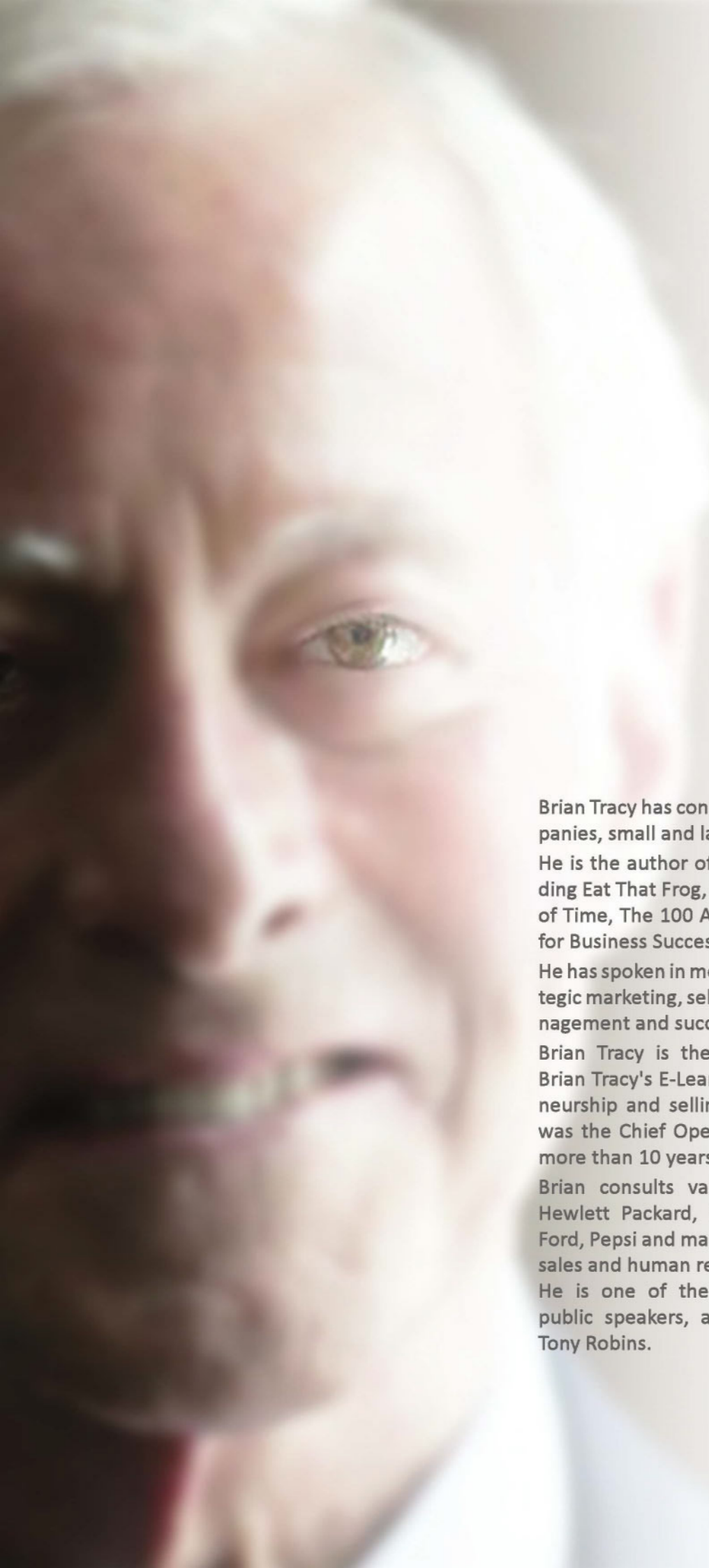


# HPM

High Performance Marketing

# HPS

High Performance Selling



Brian Tracy has consulted more than 1,000 companies, small and large, over past 40 years.

He is the author of more than 40 books, including *Eat That Frog*, *Psychology of Selling*, *Power of Time*, *The 100 Absolutely Unbreakable Laws for Business Success* and many other books.

He has spoken in more than 80 countries on strategic marketing, selling and marketing, time management and success.

Brian Tracy is the founder and president of Brian Tracy's E-Learning Programs on entrepreneurship and selling in the United States and was the Chief Operations Manager of IBM for more than 10 years.

Brian consults various companies, including Hewlett Packard, Bank of America, Siemens, Ford, Pepsi and many other top corporations on sales and human resource management.

He is one of the five premier international public speakers, alongside Jack Canfield and Tony Robins.

Brian  
Tracy







*"Develop an attitude of gratitude, and give thanks for everything that happens to you, knowing that every step forward is a step toward achieving something bigger and better than your current situation."*

*Brian Tracy*

### First Conference

#### Subjects:

- Top quality of successful managers and their essential skills
- Innovative ways finding customers and techniques for presentation of products and services
- 7 steps to establish long-term relations with customers
- Creating new relationship models with customers and increasing sales
- 4 fundamental steps to identify needs of customers
- Creating the Golden Triangle to attract customers
- Ways to build confidence and credibility for raising prices

*Brian*  
Tracy





# HPM

High Performance Marketing

## Second Conference Subjects:

- Market segmentation and targeting relevant customers
- Specialization and standing out among competitors and products
- 9 ways to increase your market share in one week
- Ways to create quality products and services
- Managing expectations and relationships with customers
- Creating new business model by focusing on customers' needs
- 6 ways to manage customers grievances
- One-day workshop on Strategic Leadership

Brian  
Tracy



"Communication is a skill that you can learn. It's like riding a bicycle or typing.

If you're willing to work at it, you can rapidly improve the quality of every part of your life."

Brian Tracy



## Int'l Workshop on "Strategic Leadership"

5<sup>th</sup> Nov. 2017- Tehran



During a one-day training workshop, divided into four 90-minute sessions, Brian Tracy will teach in an interactive fashion principles of innovative organizational and personal leadership qualities by giving interesting and workable examples

- Individual operational and strategic planning and targeting in personal life
- Time management and increasing productivity leading to productive results
- Learning 7 leadership responsibilities (innovation, targeting...
- Ways to build self-confidence, respect and trust of employees and even members of your family
- 7 effective habits of world leaders (setting goals, planning and physical preparedness and...
- Ways to overcome fears, doubts and mental barriers impeding success in business and personal life

"Goals allow you to control the direction of change in your favor."

Brian Tracy

Brian  
Tracy



**Impacters Global Events**

Developing Global Leaders

Unit -608-607 Damac Business Tower  
Marasi Drive - Business Bay  
Dubai - United Arab Emirates  
+97144220567  
[www.impactersevents.com](http://www.impactersevents.com)