

BRIAN TRACY SOLUTIONS

Professional Development

Catalogue



◆ WELCOME ◆

Brian Tracy Solutions is a world leader in professional development.

Created by expert Brian Tracy from 35 years of research, our programs are at the forefront of business education. Our content covers all the necessities for today's post-pandemic workforce.

There is more disruption in the market than ever before.

Many businesses are underachieving. Executives are being asked to do substantially more with fewer resources. Staff engagement can be critical in the success of a company.

Employees are brand ambassadors. Keeping them efficient improves operations, profits and customer loyalty. Ongoing learning is the only real source of sustainable competitive advantage.

We are passionate about helping you learn and grow.

Today's world blends in-office, remote and on-the-go workers. The demand for flexible work is growing yet companies still need to achieve their goals.

We can help you build and manage successful hybrid work teams. All programs can be customised to suit your needs and schedule.

Online, in-person or a combination. Groups or individuals. Hiring essentials, dynamic 1-day workshops, comprehensive programs, ongoing training partnerships.

Our programs are world-renowned.

Over 5 million people have attended our seminars. With learning methodologies that are designed for maximum retention, you will find immediate solutions and long-term outcomes.

WE ARE CONFIDENT THAT YOU WILL SEE AMAZING RESULTS

- Assemble top teams
- Boost productivity
- Communicate effectively
- Improve motivation
- Develop perceptive leaders
- Streamline operations
- Retain talent
- Increase sales up to 75%
- Select efficient employees

WE LOOK FORWARD TO WORKING WITH YOU!



Perform at Your Best

‘THE KEYS TO PEAK PERFORMANCE’

THE CHALLENGE

Why are some people more successful than others? The question has been studied by the greatest thinkers throughout the ages. This program is designed to give individuals the strategies, methods and techniques practiced by the most successful, happy and productive people in our society.

KEY TOPICS

- Take Charge of Your Life
- Keys to Peak Performance
- Change Your Self-Concept
- Achieve Balance
- Releasing Your Brakes
- The New Mental Diet
- Managing Your Emotions
- Program Your Mind for Success
- Dynamics of Personal Leadership

THE OUTCOME

Learn how to set goals, take responsibility, manage change, communicate effectively, solve problems, meet challenges, manage time and take full control of your work and personal life.

By practicing the principles of maximum achievement, your entire life will be transformed. You will be able to accomplish more than most people accomplish in a lifetime.

IMPROVE MOTIVATION, PRODUCTIVITY AND RETENTION!

"Now that I have written goals, I have accomplished more in the last several months than I have in the previous couple years!"

James, Account Manager

"This program was an excellent team-building day. We have already reached most of our targets." **Sharon, Media**

"The Perform at Your Best course was extraordinary. I have put the teachings to immediate use." **Mel, Entrepreneur**

"I have learned so much from this program and I recommend it to anyone wanting to balance their work and personal lives."
Ken, Business Owner



"There are no limits on what you can accomplish, except the limits you accept in your own mind." **Brian Tracy**

Superior Selling Skills

'SELLING TODAY IS MORE COMPETITIVE THAN EVER BEFORE'

THE CHALLENGE

Research shows that the main reason businesses fail is because of low sales. Yet statistics prove that fully 70% of salespeople have never been given any type of sales training! They only receive 'product training' from their companies.

Sales training can quickly double sales and even small changes in sales proficiency can lead to dramatic improvements in the level of sales, no matter what the product or service, and no matter the state of the current market.

KEY TOPICS

- New Realities of Selling
- The Winning Edge
- Personal Sales Planning
- Prospecting Power
- How Buyers Buy
- Negotiating the Sale
- Overcoming Objections
- Selling Consultatively
- Build Customer Relationships

THE OUTCOME

A company's survival is absolutely dependent on a world-class sales force. With the majority of companies doing no sales training at all, the ones that do will control the markets of tomorrow. By fielding the best-trained, most highly-skilled salespeople, the company can control its own destiny.

Find out how to create a top sales team. Position yourself as the best all-around solution. Learn how to penetrate major accounts. Achieve rapid, measurable improvements in sales performance.

UP TO 73% OF SALES ARE LOST BY NOT READING A CUSTOMER'S SIGNALS!

"I learned how to overcome objections and create a relationship with my customers. I am already closing more sales." Chris, Tech Sales

"It was eye-opening to learn about the psychology of selling and what motivates people to buy." Alex, Tourism

"This was great for developing our sales team. Our key take-away was the necessity of identifying client needs." Ed, Financial Services

"Understanding our customers better and helping them find solutions is making sales more enjoyable!" Min, Account Executive



"I started breaking sales records when I discovered that the psychology of selling is more important than the methods." Brian Tracy

Win Resales and Referrals

‘CREATE RELATIONSHIPS THAT LEAD TO REPEAT SALES’

THE CHALLENGE

With the market changing every day, whatever got salespeople to where they are now is not enough to keep them there. Sales teams require a new breed of top-calibre professionals with advanced skills.

Today’s sales experience is about building customer relationships. Acquiring new customers can be up to 25 times more expensive than keeping customers. For a company to become a market leader, its salespeople must understand the psychology of achievement plus sales techniques.

KEY TOPICS

- Keys to Peak Performance
- Sales IQ Assessment
- Identifying Needs Accurately
- Taking Charge of Your Life
- Strategic Goal Setting
- Selling on Non-Price Issues
- The 7 Steps to Achievement
- Win High-Margin Business
- Overcoming Price Resistance

THE OUTCOME

Cost-effectively acquire and retain long-term customers. Learn how to negotiate better, sell against competition and identify decision-makers. Uncover and solve the real problems of the customer.

Gain greater power, purpose and direction in achieving sales quotas. The investment in sales training is proven to be a fraction of the cost of finding a new customer!

MOVE INTO THE TOP 10% OF YOUR FIELD!

“We understand more about the importance of attitude, how to create the right impression for our customers and how to gain their loyalty.”
Kevin, Fitness Industry

“The workshop was perfect for our annual sales conference and a great team-building day.” **Amanda, Real Estate**

“The Sales Intelligence Assessments outlined the areas for us to focus on. I am a long-time follower of Brian Tracy and this was excellent.”
Mark, Manager

“The program helped us realign after the pandemic. We are getting more referrals from our valued clients.” **Kate, Business Owner**



“Nothing happens until a sale takes place.” **Brian Tracy**

High Performance Leadership

'THE BEST COMPANIES HAVE GREAT LEADERS'

THE CHALLENGE

Knowledge, technology and competition are increasing at an unprecedented rate. To advance and grow in a fast-changing world, executives and organisations must out-team, out-think and out-perform their competitors every single day! The best companies have the best people, and top people are those who think and act faster and better than others.

KEY TOPICS

- Communicate with Power
- How Excellent Leaders Lead
- Becoming a Master of Change
- Fielding a Winning Team
- Motivate for Maximum Results
- Creating a Great Place to Work
- Key Functions of Managers
- Formula for Strategic Planning
- 7 Secrets of Managerial Success

THE OUTCOME

Brian Tracy has spent more than 35 years studying the most successful leaders in the world and has created this outstanding leadership program.

High-Performance Leadership gives you the ideas, methods, strategies and techniques used by all highly-effective executives, profitable businesses and world-class teams. Learn how to get more done with fewer resources, and how to function efficiently in times of rapid change.

DEVELOP STRONG LEADERSHIP AND ACCOMPLISH BIGGER GOALS!

"Learning to communicate more effectively, especially with conflict resolution has made a big difference."

Rick, Project Manager

"I am now more proactive and confident with decision-making. I am better at delegating and overcoming challenges."

Val, Operations Manager

"This exceeded my expectations. I used what I learned to restructure which was a necessity after the pandemic."

Robin, Business Owner

"I identified my strengths with my management profile and then set goals. This was great for mindset and motivation."

Max, Education



Dare to go forward. Courage is the mark of greatness in leadership." Brian Tracy

Executive Development

'THE BEST OF THE BEST'

THE CHALLENGE

The results of extensive research show that the top attributes for success are: knowledge, skills and attitude. You need expert knowledge in your field, skills which are the application of your knowledge and your attitude is your ability to think, overcome obstacles and influence others.

What may surprise you is that while each of these attributes is critical for achievement, skills and knowledge combined only account for 15%. Attitude alone accounts for 85% of our success!

KEY TOPICS

- Selected content
- Maximum achievement
- Dynamic leadership
- Personal excellence
- Time management
- Peak performance

THE OUTCOME

The Executive Development Program fast-tracks all you need to know to move into the top 10% of achievers. Become laser-focused, set clear personal and professional goals and accomplish them, get the best out of the people you work with, achieve long-term results, proceed with confidence and enjoy the journey.

MASTER THE SKILLS YOU NEED TO BE THE BEST IN YOUR INDUSTRY!

"I had been looking for a high-level business coaching program and this one is head and shoulders above the others."

Dan, Tech

"You will be surprised how much you can achieve when you have clarity and are laser-focused."

Adam, Engineer

"I highly recommend this program to all business owners. Don't hesitate—it will change your life."

Jock, Entrepreneur

"This covers all the essentials for motivated executives and managers. Takes you to the next level with a 5-10 year plan."

Christine, Senior Manager



"Survival goes not necessarily to the strongest or most intelligent, but to the one that is most adaptable to change." Charles Darwin

Manage Your Time

'GET MORE DONE IN LESS TIME'

THE CHALLENGE

There just isn't enough time for everything on our to-do list and there never will be. High-achievers don't try to do everything. They learn to focus on the most important tasks and make sure those get done.

The ability to manage your time well is closely correlated to success. Learn the skill of managing your time and move onto the fast track in your life and career.

KEY TOPICS

- How to Set Priorities
- Strategic Goal Setting
- Overcoming Procrastination
- Planning and Organising
- Eliminating Time Wasters
- Effective Project Management
- Staying on the Fast Track
- Delegating and Communicating
- Balancing Work and Family

THE OUTCOME

To understand the psychology of time management. To overcome procrastination, learn how to delegate and balance work and family.

To establish clear, written goals organised in order of importance. To determine the actions that you will have to take to achieve these goals and organise those actions in terms of priorities.

LEARN THE BEST TECHNIQUES FOR ACHIEVING MORE FASTER!

"I learned to set priorities and goals. I am more organised and even have time to hit the gym. This program is everything."

George, Accounts

"Our team gets more done now that we have clear priorities. Seems like we have more time in the day!"

Lou, Real Estate

"My biggest take-away was that we can't get more time, but we can control how we spend it. I definitely recommend this."

Pat, Analyst

"I no longer procrastinate and feel great about getting more done. I am able to enjoy more free time and time with my family."

Len, Finance



"No skill is more closely correlated to success in life as the ability to manage your time well." Brian Tracy

Success Series

Sales Success

THE CHALLENGE

Technology has changed the sales experience and customers have more choice than ever before. Yet despite this, there are salespeople in every industry who continue to make sales and prosper. How?

The companies and individuals who survive and thrive are flexible in ever-changing conditions. This accelerated program focuses on the vital essentials for salespeople and sales teams.

THE OUTCOME

What separates the successful salesperson from the unsuccessful one? The skill of listening to your customer, establishing the trust to keep the customer engaged and creating the relationship that leads to repeat sales.

Learn more about 'the inner game of selling', the art of closing a sale and practical, daily techniques for increasing sales profits.

MAKE MORE SALES

- The New Realities of Selling
- Selling on Non-Price Issues
- Prospecting Power
- Overcoming Price Resistance
- Identifying Needs Accurately
- Closing the Sale



Personal Success

THE CHALLENGE

Some people throw themselves at their goals in a random way and are always surprised that they have accomplished so little. High-achievers use a series of systematic processes to achieve their goals.

In this essential program, you learn that the key to peak performance is to understand how the way you think determines your attitudes, your expectations, your values and your behaviours.

THE OUTCOME

Based on time-tested and proven methods, you discover how to be more positive, more focused and more effective in every area of your work and personal life.

This dynamic program shows you how to achieve any goal that you set for yourself!

GAIN FRESH INSIGHTS

- The Keys to Peak Performance
- Seven Steps to Goal Achievement
- Taking Charge of Your Life
- Achieving Balance in Your Life
- The Master Skill of Success



"The secret of getting ahead is getting started." Mark Twain

Success Series

Management Success

THE CHALLENGE

What makes a great leader? They inspire others, have courage and vision, lead by example, keep a positive attitude, take responsibility and catalyse cooperation amongst their team.

How to become a great leader? The good news is that each of these leadership attributes can be learned through practice and repetition.

THE OUTCOME

Strong leadership separates average businesses from great businesses. Despite this, most managers only receive limited training. They operate from day-to-day with little focus on future planning.

On the other hand, managers who have the best mental tools available to manage and motivate their people achieve excellent results. They are respected team leaders and they accomplish 5 to 10 times as much!

CREATE IMPACT

- Taking Charge
- Communicate with Power
- How Excellent Leaders Lead
- Creating a Great Place to Work
- Fielding a Winning Team



Eat That Frog!

THE CHALLENGE

Learn the skill of managing your time and move onto the fast track in your life and your career. This is the most popular time management system in the world, created from Brian Tracy's best-selling book *Eat That Frog!*

THE OUTCOME

Celebrated author Mark Twain once said that if the first thing you do each morning is to eat a live frog, you can go through the day with the satisfaction of knowing that you're done with the worst thing you have to do all day.

In this era of constant distractions, learn how to 'eat that frog' and tackle your most challenging task. Determine your most important goals, set priorities, eliminate non-essential activities, double your productivity and find more free time.

GET MORE DONE

- Personal Goal Setting
- Alleviate Constraints
- Diamond Mining
- Steps to Simplification
- Increase Your Productivity
- Action Planning



"I've found that luck is quite predictable. If you want more luck, take more chances. Be more active. Show up more often." Brian Tracy

Behavioural Assessments

'HIGH-POWERED TOOLS FOR YOUR COMPETITIVE EDGE'

THE CHALLENGE

Whether you want to develop more self-aware leaders, assemble winning teams, improve sales and service results, enhance training initiatives or select top-performing employees, our online assessments provide insights into the different styles of human behaviour and motivation.

Used individually or in a variety of combinations, the assessments offer individuals and organizations alike the opportunity for identifying behavioural and management styles, determining key drivers and values and measuring sales skills, beyond anything previously available in this field. Data trumps hunches and prevents bias from corrupting important decisions.

THE OUTCOME

Improve Hiring and Selection

The right person in the right job is priceless. The wrong one is a nightmare waiting to happen. Accurately identify job applicants BEFORE the interview, make scientifically informed judgments and build an organization of A+ employees.

Enhance Customer Service

Know in advance that your people believe in your organization and care about your customers. Better equip and train your customer support team with the invaluable communication and behaviour profiling skills that pay countless dividends.

Reduce Employee Turnover

Ensure the best possible positional job fit for each new hire. Great fit means stronger retention rates, which lowers the costs associated with turnover.

Increase Productivity

Identify with scientific accuracy the strengths and shortcomings of each employee. Create observable action plans, from the data, that maximizes your organization's talent.

Customise Employee Training

One size fits ONE, not all. Learn how each person learns best and get them back to productivity sooner.

Improve Sales

Can a person sell? Measuring current sales skills is essential. Grow an efficient sales team by teaching them proven behaviour profiling skills. Empower them to adapt their selling style to the customer's buying style.

Build Model Teams

Know who fits with whom in advance. Create your teams based on compatible skills and traits, not just generic ideas of balance. Top-level teams are comprised of behaviourally-compatible members with an optimal array of complementing proficiencies.

Our most popular assessment *DISC* predicts HOW a person will behave in a given role or situation, while *MOTIVATORS* answers WHY.

Combined, they provide valuable insights and many organisations will NOT hire without them!

"Set a clear vision. Take action. Keep learning. Persist." Andrew Phillips

◆ ACHIEVEMENT ◆ SALES ◆ MANAGEMENT ◆ LEADERSHIP ◆

'GET RESULTS FASTER THAN YOU EVER THOUGHT POSSIBLE'

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Professional Development

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Contact us at any time for more information!

