



SC SHORE
CONSULTING

NSA
NATIONAL SPEAKERS ASSOCIATION

JEFF SHORE

ALL OF JEFF'S SPEECHES ARE TAILORED TO YOUR AUDIENCE, YOUR THEME AND YOUR GOALS.

WHAT'S THE KEY TO WINNING THE SALE?

The most common challenge every sales professional must overcome is not indecisive customers, inferior products, or innovative competitors.

It's the discomfort you feel when initiating calls, dealing with difficult customers, and asking for the sale.

Sales expert Jeff Shore argues that boldness is required to embrace this discomfort and leverage it to land the sale.

And it is a skill that can be learned.

In his inspiring, humor-filled keynotes and workshops, Jeff Shore teaches you:

- How to figure out exactly what inhibits you
- Why you make certain decisions in moments of discomfort
- How to train your brain to prepare for uncomfortable moments
- How your customer's own discomforts affect his or her purchase decisions



WHAT A JEFF SHORE KEYNOTE INCLUDES:

A live keynote and workshop session with Jeff Shore teaches your team the fundamentals of **BOLDNESS**, how to identify and embrace their specific fears in the sales process, and provides concrete tools to overcome them.

Keynote and workshop sessions include:

- Be Bold strategies, solutions and techniques
- Video case studies and success stories
- Individual performance challenges
- Small group discussion sessions
- Personal application and takeaways



JEFF MAKES THINGS EASY FOR YOU, ENABLING YOU TO FOCUS ON YOUR EVENT AND YOUR TEAM.

WHAT YOU CAN EXPECT FROM JEFF:

- **A Fresh Take.** Jeff constantly develops his own new material based on extensive research and real-world experience. His speeches are never canned or repetitive.
- **Relevant Content.** Jeff tailors his speech to your audience and their challenges, making his ideas easy to apply immediately.
- **Reliably Consistent Outcomes.** Jeff has spoken to over 2,000 teams, making him uniquely gifted at designing and delivering speeches that always hit the mark.
- **A Top Shelf Presentation.** As a member of the National Speaker's Association Million Dollar Speakers Group, Jeff is one of the elite speakers in the business world today.
- **Heartfelt Inspiration.** Delivering hard-hitting, practical solutions with humor, passion and infectious energy, Jeff will help you lead your team to the next level.

WHAT ARE CLIENTS SAYING ABOUT JEFF?

"Jeff's keynote presentation won rave reviews from our team! He was high-energy and engaging, and shared practical advice for growing our business. He took time to learn about our operations in advance, and went out of his way to make each point uniquely relevant to our team. Attendees were challenged, motivated and entertained – and ready to break out of their comfort zone and embrace each sales opportunity in a fresh, bold way!"

Laird Hamberlin
VP Sales, American Home Shield

"I'm always looking for current and valuable information for our members. Jeff Shore always fills the bill. His presentation was relevant to everyone from executives to the sales force. He engages the audience and always leaves them wanting more. I would whole-heartedly encourage you to invite Jeff into your business. Your return on investment will be great!"

Barbara Flemming
Events Director, Building Industry Association Of The Bay Area



MEET JEFF SHORE

Jeff Shore is a highly sought-after sales expert, author, speaker and consultant.

For more than three decades, Jeff has guided executives and sales teams in large and small companies across the globe to embrace their discomforts and deliver BOLD sales results.

In a crowded field of sales experts and training programs, Jeff Shore stands out with his research-based BE BOLD methodology. Combining his extensive front-line sales experience with the latest Cognitive Behavioral Therapy research, Jeff has created a highly effective, personalized way to reset sales paradigms and deliver industry-leading results. An in-demand speaker, Jeff is able to demonstrate the power of BOLDNESS and connect with audiences using personal stories, real-world sales examples and his trademark humor.

An acclaimed member of the National Speaker's Association and frequent contributor to leading business publications, Jeff is also the author of five books, including *Deal With It!: Mastering 21 Tough Sales Challenges*.

His most recent book, *Be Bold and Win the Sale: Get Out of Your Comfort Zone and Boost Your Performance*, is available from McGraw-Hill Business.

KEYNOTE CONTACT

Cassandra Grauer

530-558-9109

cassandra@jeffshore.com

