

POST GFC – CREATE AN OPTIMISTIC CULTURE and WATCH YOUR PROFITS SOAR!

How do you get the edge over your competitors and create a *permanent* foundation for increased sales, productivity and profitability. What if you too could use the Metropolitan Life formula to find and keep the best people in the business? (FACT: The average costs of a single employee not retained is as high as 150% of their base salary. Source: Australian Human Resources Institute)

Recruiting Sales People? Christopher Croner, Ph.D. wrote *"The Science Behind Hiring Top Gun Salespeople"*. He said: "Despite what they tell you in the interview, many sales candidates lack the hard-wired, emotional drive to succeed as a salesperson. Many companies with long sales cycles require 18 to 24 months for a salesperson to prove their worth. In fact, one financial services firm recently calculated an **underperformer cost them a total of over \$2.6 million**"

THE "MET LIFE FORMULA" FOR GUARANTEED INCREASED PROFITS

Studies on Metropolitan Life in the U.S. over the past 15 years show the top 25% of optimistic sales people produce **over 37% more sales** than the bottom 25%. **Consultants who scored in the top 10% of Optimism profiling sold 88% more** than the bottom 10%! (They no longer employ the bottom 25% because of training costs and ROI).

Metropolitan Life is one of the most successful companies in the U.S. **We will share with you** their proven formula based on 30 years of research by Dr. Martin Seligman (Author of "Learned Optimism").

*If YOU want guaranteed increased profits – please **contact us to find out how we will help you increase productivity and profitability, find the right people, create the right teams and turn your business from good to great!***

To your success in 2010

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*See Shelley Taylor-Smith discuss the benefits of Optimism Profiling with **Peter Switzer** on Sky Business 23rd March: <http://www.switzer.com.au/video/shelley-taylor-smith/>.*

Join the Synergy Team in Sydney in September 2010.

For Only \$997, this one day interactive workshop will include:-

- Breakthrough any business challenge, using Dr. Seligman's proven coaching methodology.
- Understand how to communicate effectively with anyone.
- Set strategic, measureable, achievable goals and be accountable!
- Learn a new innovative profile recruitment system and never employ an underperforming sales or key person ever again.
- Use the Met Life formula and understand how to find and keep the best people in the business.

SYNERGY SPECIAL, LIMITED TIME ONLY: Register and pay before 1st August and you will receive:- 3 profiles value: \$570, plus a benchmark matrix value: \$250. Total Value: \$820

Please register your details, quote **AUG** and we will contact you to personally collect credit card details or you can complete the attached PDF and fax to 02 8580 6278.

EVENT REGISTRATION

| | |
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| Attendee Name(s): | Address: |
| | State: |
| | Postcode: |
| Mobile: | Tel: |
| (please print) EMAIL: | |

CREDIT CARD PAYMENT

| | |
|---|---|
| Date of Purchase: | |
| Goods or Services Being Purchased: | |
| Transaction Amount: | |
| Card Holders Name: | |
| Credit Card No: | |
| Card Expiry Date: | |
| Type of Credit Card: (MC or Visa only) | MasterCard, Visa. Please Circle one |
| Customer Signature Authorizing Credit Card Transaction for this Purchase: | _____ |

A receipt will be emailed to you.

N.B. Please note this transaction will appear as StrataPay on your credit card statement.

C.V.V Number: (3 digit security code usually found on the back of the card last 3 digits)

Place number here: **Please fax form to: + 61 2 8580 6278**

(If you prefer to telephone details, call Client Services on 02 9664 2149