For three decades, Brian Tracy International has been recognised as one of the world’s premier training and development companies. We have helped millions of individuals and business organisations in many countries solve personal, professional, and organisational challenges.

Our client portfolio consists of companies of all sizes: from small, entrepreneurial firms to large Fortune 500 multi-nationals; as well as educational establishments, financial institutions, government branches, and other organisations world-wide.

The excellent selection of business and personal training programs we offer are considered by our clients to be instrumental in setting the foundation for excellence in personal development, leadership, goal-setting, time-management, team building, communicating, sales training, and many other strategic corporate and personal initiatives.

These programs are presented in fast-moving, multimedia workshops and are facilitated by qualified trainers. Their modular format allows flexibility in meeting the specific training needs of clients. Our suite of programs can also be accessed and taken in the Online Advantage E-learning portal.

All programs are complete with workbooks, exercises and audio CD reinforcement and all programs are provided with a 100% money back guarantee.
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PERFORM AT YOUR BEST - MAXIMUM ACHIEVEMENT
‘The Keys to Peak Performance and Personal Leadership’
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 practising 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.

SUPERIOR SELLING SKILLS
‘Selling Today is More Competitive than Ever Before’
• Create a world-class sales team
• Learn how to penetrate major accounts
• Identify the multiple decision-makers involved in each sale
• Uncover and solve the real problems of the customer
• Position yourself as the best all-around solution
• Rapid, measurable improvements in sales performance
• Learn how to negotiate, sell against competition
• Greater power, purpose and direction in achieving sales quotas

SUPERIOR SALES MANAGEMENT
‘The Key to Building A World-Class Sales Force’
• Recruit better salespeople
• Get them up to speed faster
• Better coaching, counselling and skill development
• Managing, motivating, delegating, and supervising
• Better communication skills, more effective meetings, better problem-solving and decision-making
• Greater predictability of sales results
• Better organisation of sales territories
• Better coaching, counseling and skill development
• Highly motivated salespeople committed to getting sales results

STRATEGIC & HIGH PERFORMANCE LEADERSHIP
‘The Keys to Building Effective Executives, High Performance Teams and World-Class Organisations’
The best companies have the best people, and top people are those who think and act faster and better than others. High Performance Leadership gives you the ideas, methods, strategies and techniques used by all highly effective executives, profitable businesses and world-class teams. You learn how to get more done with fewer resources, and how to function effectively in times of rapid change.

MANAGE YOUR TIME
‘No skill is more closely correlated to success in life as the ability to manage your time well’
• The Psychology of Time Management
• Strategic Goal Setting
• Planning and Organising
• Effective Project Management
• Eliminating Time Wasters
• Overcoming Procrastination
• Delegating and Communicating
• Balancing Work and Family

EAT THAT FROG!
‘Double your Productivity, Performance and Output’
• Decide exactly what you want
• Determine your most important goals
• Downsize, delegate or eliminate non-essential work
• Double your productivity and double your free time
• Set priorities in each area of your life
• Unlock your mental powers
• Focus on your most valuable tasks
• Eliminate low-value, no-value activities

BEHAVIOURAL & PERFORMANCE ASSESSMENTS
Brian Tracy’s premium range of online behavioural assessments are critical in managing productivity, performance appraisals and ensuring you have the correct staff in the correct positions...
• Success Insights - Disc Reports
• Success Insights - Workplace Motivators
• Success Insights - Sales Skills Index
PERFORM AT YOUR BEST
MAXIMUM ACHIEVEMENT

‘The Keys to Peak Performance and Personal Leadership’

The Goal
Why are some people more successful than others? This 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.

The Solution
Brian Tracy has shared these ideas with more than one million men and women over the world. Many tens of thousands of people in some of the biggest and best corporations have been through this program and ranked it as the finest seminar on personal and professional development ever created.

How You Benefit
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 practising 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.

The Training
A fully flexible, multi-media, video-assisted training program, complete with workbooks, exercises and audio CD reinforcement. Designed to be easily facilitated by in-house personnel or outside professionals.
The Situation
Selling today is more competitive than ever before. Sales success in this market demands a new breed of top calibre professionals with advanced selling skills. Whatever got salespeople to where they are today is not enough to keep them there.

The Opportunity
Corporate survival today is absolutely dependant on a world-class sales force. As many as 70% of companies do no sales training at all. The ones who do will control the markets of tomorrow. By fielding the best-trained, most highly-skilled salespeople, the company can control its own destiny.

The Potential
This state-of-the-art training program, custom-tailored to your organisation, will give your people powerful tools, techniques and methodologies that enable them to defeat the competition and achieve their sales quotas on schedule. It will enable them to make an immediate jump in sales performance.

The Benefits
- Create a world-class sales team
- Learn how to penetrate major accounts
- Identify the multiple decision-makers involved in each sale
- Uncover and solve the real problems of the customer
- Position yourself as the best all-around solution
- Rapid, measurable improvements in sales performance
- Learn how to negotiate, sell against competition
- Greater power, purpose and direction in achieving sales quotas

Facilitation
Designed to be custom-tailored for your specific market situation. Choose between the Business to Business version which is geared to salespeople selling to businesses or the Individual Series which is formatted for sales to individuals. This interactive, multi-media, training program can be conducted by inside personnel or outside professionals.
The Challenge
The sales manager can be the most important single determinant of overall sales results in a company, yet most sales managers have not been thoroughly trained in their jobs.

The Opportunity
A world-class sales force needs a world-class sales manager. The most profitable, highest-selling companies have the best salespeople working with the best managers. This course for sales managers can give your sales team the ‘winning edge.’

The Pivotal Skill
The role of the sales manager is the vital link between sales planning and sales results. All improvement in the sales force begins with improvement in sales management. An investment in building excellent sales managers assures higher, more dependable sales results.

The Benefits
- Recruit better salespeople
- Get them up to speed faster
- Better organisation of sales territories
- Greater predictability of sales results
- Better coaching, counseling and skill development
- More effective at managing, motivating, delegating, and supervising
- Better communication skills, more effective meetings, better problem-solving and decision-making
- Highly motivated salespeople committed to getting sales results

The Training
This multi-media program is the most complete training for sales managers in any media. Participants receive workbooks and audio CDs for review. It can be presented by in-house facilitators or by an outside professional.
STRATEGIC & HIGH PERFORMANCE LEADERSHIP

‘The Keys to Building Effective Executives, High Performance Teams and World-Class Organisations.’

The Goal
Knowledge, technology and competition are increasing today at a rate never seen before. To survive and thrive in a fast-changing world, executives and organisations must out-team, out-think and out-perform their competitors — every single day!

The Solution
The best companies have the best people, and top people are those who think and act faster and better than others. High Performance Leadership gives you the ideas, methods, strategies and techniques used by all highly effective executives, profitable businesses and world-class teams.

You learn specific, proven, practical ways to plan, organise, staff, manage, motivate and think better than ever before. You learn how to get more done with fewer resources, and how to function effectively in times of rapid change.

How You Benefit
Each session gives you a series of practical ideas you can use immediately to get better results. You receive specific action-oriented recommendations that can be applied to every area of your organisation to achieve world-class status.

The Program
- Becoming a Leader
- Key Functions of Managers
- Seven Secrets of Managerial Success
- How Excellent Leaders Lead
- The Formula for Strategic Planning
- Becoming a Master of Change
- Motivating People for Maximum Results
- Creating a Great Place to Work
- Fielding a Winning Team
- Communicate With Power
- Boosting Employee Performance
- Delegation — The Key to Leverage
- Inspecting What You Expect
- Coping With Difficult People
- The Manager, Coach and Confidant
- Getting the Best Out of Others
- Meeting Management Magic
- How to Solve Every Problem
- Making the Best Decision
- Balancing Your Total Life

Professional Development | Corporate Training
The Situation
In order to improve performance and productivity, you must become an expert in time management. There is no skill that is more closely correlated to success in life or business, than the ability to manage time well.

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

The Process
This fast-moving, 1 or 2 day total immersion program gives each person a series of practical action tools that can be applied immediately to get better results. The program will help develop common goals and a standard frame of reference for better communications and immediate performance improvement.

The Training
A fully-flexible, multi-media assisted training program, complete with workbooks, exercises and audio CD reinforcement. Designed to be easily facilitated by in-house personnel or outside professionals.

The Benefits
• More energy, Focus and Enthusiasm
• Superior Performance
• Strategic Goal Setting
• Maximising Productivity
• Eliminating Time Wasters
• Staying on the Fast Track

The Program
• The Psychology of Time Management
• Strategic Goal Setting
• How to Set Priorities
• Planning and Organising
• Effective Project Management
• Eliminating Time Wasters
• Overcoming Procrastination
• Staying on the Fast Track
• Delegating and Communicating
• Balancing Work and Family
• Philosophy of Time Management
The Program
1. Personal Goal Setting
2. Mindstorming
3. Diamond Mining
4. Four Ways To Increase Your Productivity
5. Zero-Based Thinking
6. Identify Your Special Talents and Abilities
7. Time Allocation Exercise
8. Constraint Analysis
9. Six Steps To Simplification
10. Decision Making
11. Action Planning

The Benefits
- Decide exactly what you want
- Determine your most important goals
- Set priorities in each area of your life
- Unlock your mental powers
- Focus on your most valuable tasks
- Eliminate low-value, no-value activities
- Apply “Zero Based Thinking” to every area of your life
- Downsize, delegate or eliminate non-essential work
- Double your productivity and double your free time

Time management is really management of your life. Time management is the ability to determine the sequence of events—what you do first, what you do second, and what you don’t do at all.

In this fast-moving, one-day workshop, you learn how to apply the most important personal management principles ever discovered to every area of your life.

The goal of Eat That Frog! is to enable you to double your productivity, performance and output.

This is the most popular time-management system in the world (available in 27 languages).
Leveraging Talent in the Workplace

Talent is a combination of many factors, one of which is behavior. The TTI Success Insights® Management-Staff is a report that not only defines unique behavior, but guides the employee and manager in leveraging behavior for success. With this capability, this versatile management tool can be used to hire the right person, get employees off to a fast start, revitalize current employees, improve communication and build sound employee-manager relationships.

Computers Have Manuals - Why Not People?

The key to successful talent management and personal growth is knowledge of each person’s unique behaviors. With this knowledge, people can be effectively coached by maximizing strengths to achieve the organization’s goals. Apply the results of the Management-Staff report to create improved morale, increased productivity, personal Development plans and win-win situations for everyone.

Easy Application in the Workplace

The Management-Staff report can become an extremely valuable contribution to talent management. Easily administered at any time, it takes only 10 minutes to complete The 24-question online assessment. Its insights and versatility position it as an ideal tool for applications such as:

- New Employee Orientation
- Employee Development and Performance Plans
- Retention Strategies for Key Employees
- Coaching and Mentoring Top Talent
- Leadership Development
- Conflict Resolution

Personalized Report Delivers Unique Information

The highly validated assessment immediately produces a personalized report with valuable information unique to the respondent’s behavior. This knowledge empowers both the manager and employee to take action towards effective communication and professional growth by providing insight into the following areas:

- General Characteristics - The individual’s preferred work style based on natural behavior
- Value to the Organization - The individual’s contributing behaviors
- Checklist for Communicating - How others can effectively communicate with the individual
- Don’ts on Communicating - What others should avoid when communicating with the individual
- Communication Tips - How the individual can adapt his/her own communication to other styles
- Ideal Environment - The individual’s preferred work atmosphere
- Perceptions - How the individual views his/her self and How others view the individual
- Descriptors - Words that portray the individual based on each of the four quadrants of behavior
- Natural & Adapted Style - A four-quadrant comparison of the natural and adapted style
- Adapted Style - Characteristics of the individual’s current adapted style
- Keys to Motivating - The individual’s wants provide the means for motivation in the workplace
- Keys to Managing - The individual’s needs provide the essential areas managers must address
- Areas for Improvement - The individual’s possible limitations identify areas for development
- Action Plan - The individual creates a customized plan based on the results of the report and discussion
- Behavioral Hierarchy - The individual’s behavior style ranked within eight common areas in the workplace
- Style Insights® Graphs - An easy visual of the individual’s natural and adapted styles
- The Success Insights® Wheel - A visual illustration of the individual’s behavioral adaptation

What is Your Talent Management Strategy for Success?

Make the TTI Success Insights Management-Staff report part of your organization’s strategy to create a positive employee-manager relationship that directly affects productivity and goal achievement!
Values: Hidden Motivators
What motivates employees to sell, manage, service or connect with customers the way they do? What prompts an employee’s enthusiastic response—a happy customer, a big sale, a tough problem solved? Why do they differ? How can you place the right people in the right jobs and motivate them to achieve more for the organization? The answers to these questions are all based on values.

Values are the drivers behind our behavior; what motivates our actions. Abstract concepts in themselves, values are principles or standards by which we act. Values are beliefs held so strongly that they affect the behavior of an individual or an organization.

An individual’s experiences, references, education, and training tell us WHAT they can do. A Behavioural Assessments will tell us HOW they will do it. However, it is not until we know an individual’s values that we will understand WHY they do what they do.

With the knowledge of values, we can encourage employees in a way that satisfies their inner drive. We can determine if their position will be rewarding, based on the values they hold. Think of the advantages in knowing what motivates an employee right from the start, rather than waiting for time to tell.

The Six Value Categories
The Workplace Motivators report identifies six different values that motivate an individual to take action.

- Theoretical: A passion to discover systematize and analyze; a search for knowledge.
- Utilitarian: A passion to gain return on investment of time, resources and money.
- Aesthetic: A passion to add balance and harmony in one’s own life and protect our natural resources.
- Social: A passion to eliminate hate and conflict in the world and to assist others.
- Individualistic: A passion to achieve position and to use that position to influence others.
- Traditional: A passion to pursue the higher meaning in life through a defined system of living.

Report Contents
The Workplace Motivators report is created after the completion of a 12-question assessment, easily administered online. Based on the responses, a completely personalized and unique report is immediately created. The Workplace Motivators report includes:

- An explanation of the individual in regards to each of the six categories, covering:
  - General Characteristics
  - Value to the Organization
  - Keys to Managing and Motivating
  - Training, Professional Development and Learning Insights
  - Continuous Quality Improvement
- A Norms and Comparisons section explaining the strength of each value in relation to the national mean
- A Values Graph and a Values Wheel that provide a visual representation of results
- A Values Action Plan affirming strengths and encouraging growth and development
- A Team-Building summary to facilitate sharing your personal insights with team members

Results & Benefits
Identifying the values of individuals, teams and organizations reduces conflicts, increases talent retention, improves efficiency and productivity, and energizes any group working together toward common goals. The benefits include reduced turnover, enormous cost savings and increased satisfaction of stakeholders.
Your Business is in the Hands of Your Sales Personnel

Can they sell?
Do they understand the sales process?
Are they treating each sales situation the way top salespeople do?
Sales Skills Index will answer all those questions and more!
• Ensures that your sales personnel will handle each sales opportunity correctly
• Especially designed for outside sales

You Can Tailor Your Training

Coaching and managing can be tailored to the different needs of each salesperson after your sales force has completed the Sales Skills Index assessment. It can be used both before and after measurement, complementing all other sales performance material.

Use in Selecting Candidates That Bring the Right Skills

Sales Skills Index presents questions that portray “real life” sales situations. Each situation has four alternative ways to be handled. Respondents are given the opportunity to rank the four alternatives from “best” to “worst.” By comparing their response with those of proven top sales professionals, a report is generated showing strengths, weaknesses and how well they understood sales strategy in seven categories.

Sales Skills Index Covers Seven Different Steps in the Sales Process

• Prospecting
• First Impressions
• Qualifying
• Demonstration
• Influence
• Close
• General
Each situation was developed and validated by sales professionals to reflect real sales strategies used by today’s sales force.

How Sales Skills Index Can Benefit You

• Simplifies sales training
• Allows managing and coaching to be focused on areas that produce results
• Builds confidence
• Identifies the sales strategy knowledge areas that are needed to sell a specific product/service in a given market
• Identifies new sales applicant’s strengths and weaknesses
• Identifies specific training or management needs of a salesperson or sales force
These dynamic, 1-day professional and personal development programs from the Brian Tracy International Success Series are now available!

The success programs are based on time-tested, proven methods and techniques. What you achieve is determined primarily by the way you think about yourself, your work, your life and the people around you. Change your thinking, and you will improve the quality of everything you do!

The secrets of success are not really secrets at all. They are timeless truths and practices followed by high-achievers throughout the ages. As you learn and apply these ideas, you will begin to enjoy the same results as the most successful people in our society. There is very little you cannot accomplish once you put your mind to it.

The Success Series brings you 4 excellent, 1-day programs. Here you will find both the time and the inspiration to step back and analyse the issues you’re facing, gaining fresh insights that you can take back with you to create positive change for you and your organisation.

There is no better place to learn how to realise your success. Join us for the Success Series.
Past Graduates of the Brian Tracy Corporate & Professional Development Programs

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Australian Communications Network
Canon
Finance Australia
RMIT University
GE
IBM
Gillette
Hewlett Packard
Motorola
Peugeot
Yamaha Motors
Federal Express
Air New Zealand
Xerox Corporation
Bank of China
Ernst & Young
Hyatt Hotels
Sun Life

Pratt & Whitney
New York Life
NZ Insurance Corp
Baxter
Laing & Simmons
Koehler & Dramm
Dixons Stores Group (UK)
Johnson & Johnson
(Latin America)
Re/Max
L J Hooker
Coca Cola
Century 21
BMW
Honda
Dunlop
Shell
Nissan
Volvo
Dow Corning

Eveready
NatWest
Citibank
Coopers Lybrand
Elders Real Estate
Mobil
Toyota
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RBC
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London Life
Abbey Life
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Our range of World-Class Training Seminar Programs has over four million graduates. Our commitment to a company or an individual participant is to help achieve fast, measurable results and a significant return on investment.

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