



# THE SALES PRO

a learning & development company

Motivational Speaking That Inspires People To  
Achieve Excellence

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## Paul's Message To You

It would be my pleasure to talk with you and learn more about how you are aiming to add further value to your event through a motivational speaker that supports your mission. I thank you for the potential opportunity to support your world.

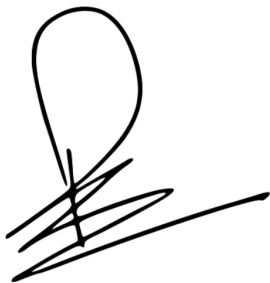
Please know that we have complete flexibility to customize any keynote you see to ensure we establish a complete match to meet your motivational speaking needs.

This is about YOUR world and finding a flexible, professional and energized partner that focuses on you and enhancing your company's ability to over perform.

I am committed to inspiring people to achieve excellence.

Thank you again for the opportunity to help support your world!

Paul Anderson  
CEO & Founder



## About Paul

Paul Anderson is the CEO & Founder of The Sales Pro - Learning and Development Company, author of "The Sales Pro" & "The Sales Pro Meets His Mentor", a professional keynote speaker and a Certified Go-Giver Speaker and Coach.

With over 25 years of top sales and leadership achievement, his methods embody the highest level of life philosophies and leadership principles. His passion of inspiring people to achieve excellence is shown through the remarkable results he consistently achieves. With Paul, it's all about you. Your challenges become his challenges, your goals become his goals and your needs become his needs so therefore expect total immersion, focus and attention to detail during every step of the process in achieving the results you are after.





# A Team You Can Trust

## Paul Anderson

CEO & Founder / Author / Speaker

An award-winning author, certified speaker, business and leadership expert, Paul will enlighten you on how to create the platform that supports both personal and business excellence. Paul Anderson's sales career started when he sold his way into a sales position with a Fortune 100 corporation, even when he was two years below the company's minimum age requirement. He immediately hit the ground running, achieved Sales Rookie of the Year, continued to break all previous sales records, earned over twenty sales awards, a nomination for worldwide salesperson of the year, and a seat on the prestigious sales advisory board. He was also elected a member of the order of sales excellence, earning the title "Machine, Not a Man"—all by the age of 25.

## Hudson Sherr

Business Operations Manager

Hudson is the go-to guy of The Sales Pro, he helps all departments within The Sales Pro to coordinate and meet the end goal. Sharing Paul's passion of doing everything he can to support your world and move you forward both professionally and personally.

## Laura Anderson

Creative Director

Laura is the Creative Director of The Sales Pro Learning and Development Company. She is the creative force that pulls The Sales Pro together, responsible for turning words into actions. She focus' on problem solving, developing a step-by-step methodology creating a extremely clear vision that makes it clear and consistent with what The Sales Pro is trying to achieve.

## Arabella Sherr

Marketing Director

The Innovative force of our organization. Completely customer focused, Arabella ensures you as an individual or your organization will grow and succeed through The Sales Pro's ways of moving you forward. As the Marketing Director she holds ultimate responsibility for The Sales Pro's marketing activities and oversees the development and delivery of a fully integrated marketing strategy for the business.

# Keynotes

## Motivational // D.R.E.A.M. into action

Make A Change, Change Your World, Achieve Your Dreams - A keynote dedicated to inspiring people to achieve excellence. Learn the thought process that enables you to maintain momentum and sustain the progressive thoughts that keep you moving. Know how to train your mind to reach within and continuously move forward to find that inner contentment-not the short-term solution but the long-term one that allow your dreams to be realized. The five steps within this powerful keynote will enlighten you into how to take action to affect change, offering you thought-provoking moments, epiphanies and reality checks. It's intent is to trigger a willingness for you to "wake up" or "move forward" through steps that support your personal evolution into becoming an even better version of who you are, or perhaps change to become the person you have always wanted to be. My goal is to inspire the brilliance within you!

## Sales // Creating A Culture Of Sales Excellence

Ever wanted an award-winning sales trainer at your fingertips? One with the answer to, "How can I strategically educate my sales people to increase revenue, reduce discounts, establish trust, put the client's best interest top of mind while closing more sales? Changing how people tap into their inner sales expert, our sales keynote combines time-tested strategies with a fun modern approach that levels the playing field with a wellspring of insider info that has proven to be a game-changer in the new age era of selling. Employing integrity as a working principle while sharing insights into how we've been training top sellers to build honest client-centered relationships our presentation changes forever what has thus far been known as a one-up salesmanship game. Paul uses a relational approach to quantify power elite selling. "We want our world to change your world and because we get straight into the blood of what's important in today's highly competitive world of sales you'll find our content bursting with inspiration without any of the boring old-fashioned techniques that fail to engage." The strategies and techniques are proven. The results will speak for themselves.

## Business // Creating Business Excellence

Certified Go-Giver Speaker and Coach, Paul Anderson reinforces a unique message into his Business Keynote through his own personal experience of applying universal laws to inspire problem-solving among your employees, instill pro-active team collaboration, increase commitment to company initiatives, enhanced team engagement, and both business and personal creativity. Within each law is a powerful message and when all five laws are incorporated, whether it be business or personal, the success that follows is inevitable.  
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## Business (continued) // Creating Business Excellence

A Go-Giver culture focuses their energies internally on its people and externally on delighting clients, beating competitors, and caring for communities. They don't get caught up in internal politics or focusing on themselves alone. The Go-Giver principles provide the symbols, which are not a strategic direction but universal laws that incorporate into an individual or companies DNA. Every person at your event will be given a working framework for years to come that supports achieving both personal and professional excellence. Your audience will be inspired to achieve excellence through learning the 5 Universal Laws of Stratospheric success shown throughout the international best selling book, "The Go-Giver".

## Leadership & Development // Creating a Culture Of Excellence

As a leader within your organization, I'm sure "people" have become your most important asset and we would love the opportunity to help support your task of advancing both their personal and professional development with universal principles that focus on creating a culture of excellence. By "culture of excellence," we mean an environment where people understand, on a very immediate and practical level, what value, productivity and true worth are all about. A genuine culture of excellence arises from the quality of the relationships within the organization. You create the culture. Companies large and small have incorporated the principles into their organizations to not just increase employee engagement, commitment and achieve greater collaboration and creative thought but also to train their sales and customer service teams to generate both more sales and happier customers. Presented in fun and entertaining way we share a simple framework that focuses on people, value, honesty, and integrity. These elements not only support, but enhance traditional leadership principles, while maintaining a seamless and common focus on the most important element, "People". The take away from the presentation has proven to support this common "people" focus, enlightening all to incorporate the elements within the shared framework of principles to achieve both a culture of business and personal excellence too.

## Customer Service // Focusing on Customer Service Excellence

The business world is becoming more competitive. Time has become a precious commodity. Customer expectations are greater than ever before. The need to reinforce value is at an all time high. These factors have lead to an increase in workplace stress specifically within the high profile arena of customer service where one interaction can make or break a relationship How does your customer service team respond? Presented in a refreshing and insightful way Paul shares fundamental and extremely relevant principles that provide every CSR with the tools to respond to these factors reinforcing a culture of Customer Service Excellence. Your audience will learn the five-step proven framework for creating an experience of "Customer Service Excellence" that leads to Personal Walking Ambassadors for your company and keeps customers coming back. Paul shares proven ways to ensure customer retention and attraction by focusing on human connection through the power of authenticity with its ability to influence, diffuse and inspire.

# Testimonials

The Sales Pro Learning and Development Company is committed to their clients success.

"...I simply can't recommend Paul highly enough. Bring him into your next company convention or conference. You'll be glad you did."

-Bob Burg  
Best Selling CO-Author of "The Go-Giver"

"Paul's generous spirit and enthusiasm for sharing 'The Five Principles of the Go-Giver' come through loud and clear. He loves helping people find success and it shows. The Chamber received an over an overwhelmingly enthusiastic response to Paul's message. We look forward to welcoming him back to speak at future Chamber events"

-Melanie Jamil  
Director of Events // San Marcos  
Chamber of commerce

"Paul is one of the most authentic speakers I've been able to experience. His story of Go-Giver. Building a culture of excellence is impressive. A first hand witness to what qualities make up true leaders. Paul shares in detail what it takes to build a culture of excellence which leads to record setting results. It is a true pleasure to give Paul Anderson my highest recommendation as a keynote speaker. He will prepare, inspire and deliver in a very humble way."

-Ed Quinlan  
President // Corporate Alliance

"The impactful Go-Giver presentation reinforced our bank's belief that adding value, beyond price, is a cornerstone of relationship building. Paul Anderson's excellent delivery brought to life the five Laws of Stratospheric Success, enhancing our team's ability to embrace and incorporate the concepts"

-Koger L. Propst  
President // ANB Bank



## Contact Us

Paul inspires brilliance. If you are interested in speaking with him regarding a specific topic/focus for your event, we would be happy to tailor a keynote specifically for you!

### Industries:

Technology  
Health Care  
Construction  
Financial Services  
Education  
Real Estate  
Energy  
Entertainment  
Hospitality  
Manufacturing  
and more!

### Topics Paul Covers:

Sales  
Leadership & Development  
Positivity & Empowerment  
Customer Service  
Motivation  
Team Building



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