

**Your sales strategies
may be rocket science.**

Perfect.

**We're in the rocket
fuel business.**

slap

TICK. TICK. TICK.

In every sales organization, you have the sales monsters, those natural born killers who you'd give anything to keep and anything to breed. You have the good, dependable reps, who, with some prodding, will cumulatively help you make each quarter and occasionally take your breath away. And you have the slackers, who you should really get some sort of tax credit for but who you hope will show their true potential someday.

What if you could move each of these levels UP? Keep the monsters from leaving, move the solid middle into monster territory, wake and shake the slackers?

"The slap company allowed us to develop deeper trust with our customers, prospects, peers, managers and their direct reports. This led directly to more revenue."

Neville Letzerich
Vice President and GM
EMC

"I simply wouldn't be where I am in my career without slap. They helped me become a better sales rep and then a better sales manager. Their value and ROI are unquestionable."

Adrian Jones
Senior Vice President, Sales
ORACLE

"Without exception, there is a direct, measurable connection between my top-performing sales managers and the ones who apply these slap processes. At McAfee slap was also the catalyst to help slam attrition of top talent from 35 percent to 5 percent in a single year."

Michael DeCesare
Co-President
MCAFEE

"The slap company was transformational for our sales organization. They made us better as a team and as individual contributors."

Dave Swinkin
Director of Partner Operations
HEWLETT-PACKARD

We've got PLENTY more testimonials just like these. The one that's missing is yours. Let's fix that.

BOOM.

This is what slap will help you do. Just like we do for many of the world's most demanding sales organizations. The kind that don't include "Patience" on their list of corporate values.

ON TOP OF THE BOTTOM LINE

Stop one sales superstar from leaving. Create one new sales superstar. Gain one major new customer. Take one major customer away from a competitor.

You've just paid for this work many times over. That's exactly what this work is intended to do for you.

THIS ISN'T SOFT STUFF.

IT'S THE STUFF OF HARDCORE RESULTS.

The slap company is renowned for achieving maximum commitment in manager, employee and customer cultures. We don't do anything else. Since these are the three groups that decide the success of your business, we don't think there is anything else.

We are results- and impact-obsessed, deadly serious and totally twisted: just what it takes to command the respect of a sales organization. We've selected a package of proprietary deliverables designed to produce major impact in your sales organization.

1. EMOTIONAL COMMITMENT IN YOUR MANAGERS

Your managers can appear fully productive and enthusiastic simply because they're financially, intellectually and physically committed. But if you've ever witnessed a human being emotionally committed to a cause—working like they're being paid a million and they're not being paid a dime—you know there's a difference and you know it's big. Bury My Heart at Conference Room B is the legendary slap process that achieves emotional commitment in managers – self sustained and self reinforced so the burden is off you to drive it.

Your managers' emotional commitment is the ultimate trigger for their discretionary efforts. It's what solves problems that are unsolvable, creates energy when all the energy has been expended, and ignites emotional commitment in others, from employees to customers.

"Bury My Heart at Conference Room changed the very character of Microsoft. It is directly responsible for success at this company."

Pieter Knook
Senior Vice President
MICROSOFT

2. THE ULTIMATE SALES EXPERIENCE

To be successful in a competitive environment, you must be known not just for what you sell but for how you sell it. *Heaven* is the proprietary slap process that will help you create a brandable sales experience – spectacular, signature and sustainable. It will get your reps wicked smart about what really causes customer response and loyalty.

Heaven will generate hundreds of innovative ideas from your people then sort those ideas by resources required and impact on the selling process – what will get you in the door or keep you there? On average, 61% of the seemingly outrageous tactics generated in a typical *Heaven* session can actually be implemented without the use of any additional time, talent or dollars. Why do you think we call it *Heaven*?

This process will get your reps wicked smart about what really causes customer response and loyalty. It will surround them with a customer experience that they are thrilled to represent and unique tools to deliver it to customers.

“The slap company helped grow our most profitable division by 300% in three years. Our executive team voted them one of the ten most important things to ever happen to our company.”

Chris Tobey
Senior Vice President
WARNER MUSIC GROUP

CALL TO ACTION

Mike Walsh, EVP Account Services
mwalsh@slapcompany.com

3. THE KEYNOTE FOR YOUR SALES EVENT

Time to wake ‘em and shake ‘em at your sales kick-off. New York Times bestselling author Stan Slap will provide the keynote speech. Stan was creating success in companies long before he ever climbed on a stage to talk about it. You’ll hear the same thought leadership given to many of the world’s top organizations. And you’ll hear it in a way that inspires your sales organization to take immediate action. His speeches are wild affairs—a non-stop combination of information and entertainment. Yet no matter how large the audience, they retain a remarkable sense of intimacy—basically, no place to hide.

For your general sales organization:

THE HUNGRY AND THE HUNTED

A brand is about achieving the highest level of trust in customers and isn’t about what you sell – it’s about how and why you sell it. This isn’t a marketing issue alone: it’s an issue for those who face the customer on a regular basis.

The brand is directly in the hands of the sales team. That means so is the opportunity for legacy impact. This keynote speech will explain how to achieve a brandable sales experience—spectacular, signature and sustainable.

For your sales managers:

1, 2...10!

Neither business logic, nor management authority, nor any compelling competitive urgency will convince an employee culture to adopt a corporate cause as if it were their own. In the killing field between company concept and employee commitment lays many a failed strategic plan.

Want your employee culture to buy a new performance or strategic goal? You have to know how to sell it to them. This means knowing how the culture works and how to work the culture. This keynote speech will show your management team exactly how that happens.

“Sharing a stage with Stan Slap is like trying to share a steak with Mike Tyson. I wouldn’t advise it.”

John Needham
Chief Executive Officer
THE BILL CLINTON GLOBAL INITIATIVE