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## Success-Building Events For Sales Teams

Our **unique training events** are designed around a basic rule of cognition:

### Understanding follows experience.

So we use a **springboard story** to grab your attention and let you to experience 5 behaviors used every day. Then we show you how they're use to develop **client capital**.

A springboard story is told in one context - to stimulate the audience and share wisdom - and listeners then transpose the information into another context - *their own life*.

The Way Of Jaguar-kings is about ancient leaders who first isolated, then honed these 5 behaviors into creative power.

More than 2,500 years ago, the Olmec

culture of tropical America learned Nature's rules and then created a highly advanced civilization and an amazing free-trade empire by emulating them.

Imagine selling that idea... way back then. Realizing that stress and creative self-empowerment are antipodes, Jaguar-kings are **master-strategists**. During the training event, learn to be a: **Stalker** of information, **Dreamer** of possibilities, **Seer** of opportunity, **Warrior-leader** in action, and **Master** of communication and persuasion.

*Benefit from an outstanding mix of «deep wisdom» and fascinating heuristic learning while sharing an event that will add power to creative resources.*

## Learn to play 5 roles and increase your « client capital »

Experts agree that selling is about helping people fill needs. Even if candidates come from customer service and rise up to sales management, that's no assurance they learn how to be an effective **Sales Leader**. Many don't know how to develop «*client capital*».

Discover how and why playing **5 roles** can transform a brain's largely hardwired and *subconscious reactions* into a force that's ready for creative action. Find out about the different kinds of intelligence and how they can be used to enhance your «**client capital**» (and your wealth). Discover tools that transform data into business potential, and powerful strategies to help you glean opportunities from that potential

We'll greet you with good coffee and an ice-breaking activity called the *Snake-pit* to

bring to mind the stress involved when people have to process partial, untimely, incomprehensible or just bad information.

It'll set-up our training theme and show what we mean by «*heuristic training* ». Then we'll deliver a powerful training story about: **The Way Of Jaguar-kings**.

The *jaguar* is a symbol for the *limbic brain system*; initiates become «kings» (or *queens*) as they learned to master their emotional *brain*. The story will introduce other totem animals to explain our central nervous system and its creative workings.

Alternating between seminar and activity, participants discover the syntheses, exercises and tools designed to help them develop their «*client capital* ».



This training event includes:

- A revealing ice-breaker to set the tone & explain the theme
- A multimedia animation to establish the learning context and instruct on the rules of role-play
- A "coached" activity to guide participants in an experience of heuristic learning
- A creative competition to practice a thinking tool.
- A plenary presentation to conclude and draw wisdom.

### SOME OF THE JAGUAR-KING TRAINING THEMES:

1. SUCCESS IS A PROCESS
2. SELF-MOTIVATION AND PASSION
3. HOW TO BUILD CLIENT CAPITAL
4. STRATEGY AND PERSUASION
5. ON SELF-MANAGED LEADERSHIP
6. CLIENT CAPITAL AND WEALTH



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*We demystify Nature's  
creative self- processes..*

**Yes we're online @  
[www.consult-IIDC.com](http://www.consult-IIDC.com)**

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of our FREE ezine  
**The Jungle Times**

## A unique, refreshing and empowering approach!

We hear all kinds of nice comments to describe our work. Easy to see how *heuristic learning* benefits a participant. The word heurism comes from the Greek for «*self-discovery*». Rather than merely transmitting data, we guide people in activities where they experience the knowledge for themselves.

Our Web site has a page full of client quotes, but we particularly enjoyed these: "You confirm what I know to be true. Nature has no favorites. Everyone has to become a leader." –Or: "Thanks for the amazing tools. I'm convinced I'll make a difference." –Or: "I now have real hope for the first time..."

The world is moving at such dizzying speeds that many people are breaking down. **Invest in yourself** by ordering this empowering learning event.

### Our heuristic learning events shorten the learning curve...

We tell stories about self-motivation, *information* that will give them the boost they need to actualize their goals. creativity and innovation, leadership, initiative, co-operation, synergy and team-building, then facilitate role-play activities so people try out the ideas presented. In this way, *they directly etch new neural pathways.*

What can we learn from America's first citizens? More than a myth, the Olmec culture offers us tales of success from millennia ago. They'll show you how an amazing diversity of people can work together in self-interest to create a better world.

During our learning events people will discover inspiring and *functional*

### To reach us...

Authors and heuristic training consultants - **Suzy Ethier and Lawrence Poole** (*Self-Empowerment: How And Why To Invest In Your Creative Capital*) - design training seminars. In more than 15 years together, they've shown thousands of Sales Professionals, Entrepreneurs, Leaders, Managers and Associates, in Canada, Europe and Latin America, how to creatively take up challenges in a rapidly changing world. Fill in the coupon, fax it to us and they'll get right back to you. Or send us the information in an email.



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- I WANT A FREE SUBSCRIPTION TO YOUR E-ZINE.
- I WANT TO HOST A "The Way Of Jaguar-kings" SUCCESS-TRAINING EVENT.



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