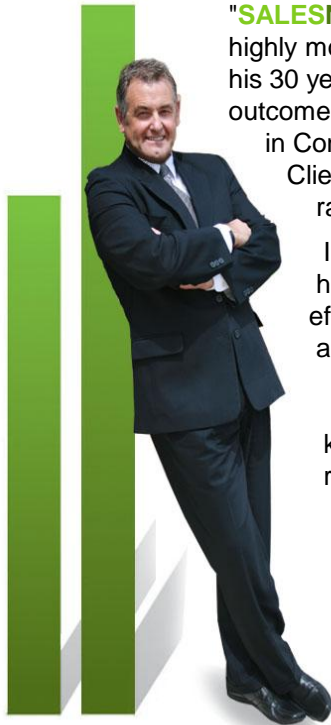




**the truth is most of us love selling,  
but do we have the courage to do it well?**



This inspiring keynote presentation entitled "**SALESNFUSION**" enlightens audiences with Ian's highly motivational speaking style, complemented by his 30 years of international sales success. The outcome for audiences? High Impact Delivery, Rich in Content and Pragmatic Take Away Value! Clients have witnessed annual increases in sales ranging from 15% to 85%.

Ian Selbie CEO and President of Conselleo, heads a leading international sales effectiveness firm. Ian has delivered training and speaking engagements to over 15,000 people spanning across North America and Europe. The client list ranges from well known multi-nationals to smaller more regional companies:



Prior to launching Conselleo in 1994, Ian was recognized by Apple Computer Inc. as their "Top Sales Person In The World" in 1990. The book "**If You Were Arrested For Selling, Would There Be Enough Evidence To Convict You?**", he authored in 1999.

## quotes...

*Your ability to share real life examples that our salespeople related to was a tremendous value to us.*

**Elliott Lipsey**  
GM



*Our people are amongst the most successful and highest paid in the country and all relate their success to Ian's consultative selling approach. Many have stated it is not only the best sales training they have ever received – it is the best training period.*

**Kevin Heaney**  
VP Sales



## about **SALESNFUSION**

The content of **SALESNFUSION** covers five critical aspects required for success in professional selling:

- 1. ABQ...** Always Be Qualifying. Its not about closing, he or she who qualifies best wins...
- 2. Doctor Pain...** Call high. Find their pain, and then bring the gain...
- 3. Proof Rules...** The best sales tool requires no technology and works every time...
- 4. Jungle Hunting...** Building and committing to a sales plan are the keys to sustained success....
- 5. Why Tunnel Vision Works...** A proven process and focus turns a good sales person into a great professional...



**Ian Selbie**

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