

WHAT WOULD HOUDINI DO?

HOW TO THINK LIKE A MAGICIAN?



KEY TOPICS:

- Discovering true greatness
- How to accept today's challenges and out-perform expectations
- Solving the grand mystery: Is NOW the best time to buy?
- Fundamental and advanced closing skills

PARTICIPANTS WILL GARNER:

- Techniques to plan a great escape from market meltdowns
- Profit-boosting sales strategies used by sales masters
- The ability to defy current economic conditions and overcome major objections

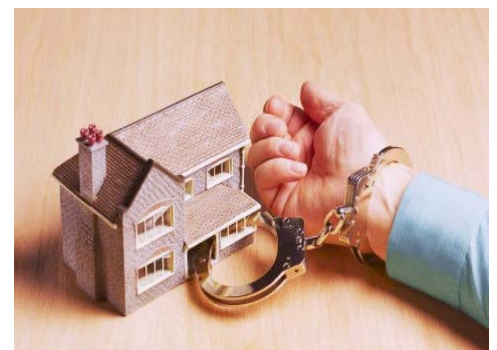
Take the mystery out of the sale and make objections vanish with a magician mindset.

What Would Houdini Do? is a fun and insightful keynote presentation that applies Houdini's most inspired solutions to today's challenging problems and difficult situations faced by sales people. Learn how the Great Illusionist would crack the most common, but seemingly unsolvable, obstacles ... and how, by thinking like a magician, sales people can overcome major barriers to close the deal. John Palumbo, author, publisher, speaker, and Houdini enthusiast, has produced this thought provoking program and cleverly turns Houdini's mysterious world into valuable lessons on dealing with perspective buyers, co-workers, demanding bosses, and any market condition.

How much easier would it be to tackle your everyday problems if you used the solution-oriented mindset of a magician? *What Would Houdini Do?* is a must attend program for anyone wishing to benefit from the advice of one of history's most famous magicians. Packed full of unbelievable sales strategies that work, this is one "show" you can't afford to miss!

"I was extremely impressed with John Palumbo's professionalism and methods for coaching my sales team to become even better. This was the first time in my history as a developer that a salesperson had come up to me and said, "Thank you." Not only did the sales team love attending John's seminar, but they have asked me to invite him to do an encore."

Gil Dezer
Trump Grande International
President



The Great Houdini is best known for his great escapes. John's program reveals how salespeople can escape tough market conditions, seemingly unattainable expectations, and even the most stubborn objections.

The HBA of Greater Dallas Sales and Marketing Council

Wednesday, April 13, 2011 • 8:30 AM – 9:15 AM

Atmos Energy Charles K. Vaughn Center

3967 Mapleshade Lane • Plano, Texas 75075

Contact: Misty Varsalone • 214.615.5012 • misty.varsalone@dallasbuilders.com

"I have been selling since 1993, and have never received so much information that can be used in the real world. John reached what I encounter on the front line."

Lisa Ballard
The Bryan Company
Affiliate Broker

"John does an extraordinary job of explaining and teaching the buying process. I can't wait to implement his teachings today so that I can become a true sales master."

Ian Kanady
Beazer Homes
New Home Counselor

John A. Palumbo, MIRM

John is an international author and speaker. Since 1985, he has presented hundreds of dynamic, visionary speeches and seminars on the science of sales and influence.

John has been instrumental in restructuring the Sales DNA of thousands of individuals from small, family run companies to large scale developers such as Trump Grande International. He has the ability to take individuals and organizations to new dimensions of selling excellence. He has three decades of selling experience and has closed more than one billion dollars in real estate sales.

John is a recipient of The National Association of Home Builders' *Sales Manager of the Year Award* and *The Million Dollar Circle Lifetime Award*. He is a prominent member of and instructor for the Institute of Residential Marketing.

He is author of *The Closing Numbers*, *Close and Grow Rich*, *Selling at the Bottom of the Market*, *Salesnosis*, and his bestseller, *What's Your Sales DNA?*

In addition to being a prominent figure in the sales world, John was also awarded the prestigious *Order of Merlin Shield* by the International Brotherhood of Magicians for his 35+ years in the magical arts.



NAHB
NATIONAL ASSOCIATION
OF HOME BUILDERS



DON'T MISS OUT ON THIS OPPORTUNITY TO REVIVE YOUR SALES.

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