

## This Changes Everything – The Ten New Rules Of Sales & Marketing

The best sales champions understand that success comes down to three questions: What is really going on? What is really going to happen? And what should their customers do about it? They are winning because they understand the core drivers of change and they play by them.

As president of Environics/Lipkin, Canada's leading motivation company, Mike Lipkin studies Canadians' attitudes and actions in response to massive change. His mission is to give people the insights that excite them into powerful action.

Every year, he talks to over 50 000 people from 40 companies around the world. He combines his insights with the bleeding-edge Environics Analytics and Social Values Data to help you uncover the secrets of marketing and sales success.



Mike has learned that chaos is the defining feature of modern business. There's so much chaos around, you can't prevent it – only respond to it quickly. The champions embrace adaptability and flexibility. They're open to learning from anywhere. They know that business life today can shift radically every three months. Business success is about mastering contradiction. It's about building a cultural DNA that doesn't wait to be changed but reinvents itself.

In this mind-shifting learning experience, You will gain a comprehensive set of strategies that will accelerate your personal and team success. Mike will coach you on how to thrive through The Ten New Rules of Sales & Marketing.

- 1. The Future Is Flat**
- 2. Older Is The New Young**
- 3. The Mosaic Is The Message**
- 4. The Data Are Overwhelming**
- 5. The Customer Is Smart, Well-Informed & In-Control**
- 6. It's Becoming a Woman's World**
- 7. Media Are Personal**
- 8. The Time Is Now**
- 9. It's a Matrix Out There: There Are Zero Degrees of Separation**
- 10. Motivated People Win**

In line with his philosophy that people learn best when they laugh, Mike entertains you while he educates you. He also customizes his message to the specific challenges facing your team.

*Call Mike Lipkin on 416.917.6007 to coach your people on how to thrive through The Ten New Rules of Sales & Marketing.*