



THE MEMORYPOWER COMPETITIVE ADVANTAGE

5 TOOLS THAT GENERATE SALES & INCREASE PROFITS

One of the most important skills a successful executive, sales leader, manager or employee must have is an unflinching and accurate memory.

Whether it's names & faces, facts about high-value customers or prospects, sales scripts, KPIs, details from conversations, tasks and priorities, or marketing and branding, a good memory is paramount - and necessary - to individual effectiveness, operational excellence, client satisfaction, and bottom-line results.



In this unforgettable program you will learn the brain rules of memory power, experience astonishing increase in recall ability, deploy precise systems and processes to remember the things you must not forget, and re-wire your brain's ability for knowing information with ease and confidence.

Whether it's business or personal, Scott Bornstein's deep expertise and powerhouse strategies will leave you excited, inspired, and enthralled, with powerful new tools *and* a better memory ... feeling like the smartest person in the room.

What you'll take-away from this personal, professional, and leadership development training:

- 1) The MemoryPower Advantage • A Key Leadership, Sales and Learning Competency
- 2) How Good is Your Memory? • 5 Laws of MemoryPower • Brain Rules, Focus, Mind-Set
- 3) Memory System #1: Rapidly Organize & Remember Facts, Lists & Data
- 4) Memory System #2: Total Recall for Names, Faces & Details in Business & Social Settings
- 5) Memory System #3: Conversations • Presentations • Prioritizing Goals/Tasks
- 6) Integration • Next Steps • Q&A

Scott Bornstein's powerhouse strategies and memory training systems are rated among the best by the world's premier peer-to-peer CEO organizations - Vistage, TEC, Young Presidents' Organization, Entrepreneurs' Organization, ASAE – since 1988 across 52 countries.

From Harvard Business School OPM graduates to Franklin Templeton analysts, Cognos and IBM sales professionals to Starwood Resorts & Accor Hotel GMs and staff, fund managers and traders in Asia, Australia, the UK and US, to students in primary grades to law and medical school, everyone who experiences Scott Bornstein walks away amazed and smarter, with tools and systems to achieve a decisive competitive advantage in business, school and life.



"I became a better CEO today. Your methodology is concise and easy to apply. My first commitment is to now learn the names of all 300 of our employees."

Gary Tabor, CEO [BMD, Inc.](#)

BORNSTEIN EVENT FEEDBACK & RATINGS (1-10)

Overall Event Ratings • Comments used with permission

VISTAGE TRUSTED ADVISOR PARTNER FORUM – SAN FRANCISCO

9.7 "An outstanding presentation. Scott breaks down the processes to engage your memory more effectively and connects how it can provide you and your company an incredible competitive advantage."

Eric Boales, VP Sales Development [Wells Fargo](#)

1-800-GOTJUNK? – VANCOUVER

9.6 "You rock! You were the highest ranked speaker of ANY session at our Franchise Partners conference!"

Cameron Herold, COO [1-800-GotJunk?](#)

BECKMAN COULTER NATIONAL SALES CONFERENCE – DALLAS

9.7 "This was so useful – All sales consultants should take this class."

Erin McClelland, Cytometry Acct Manager [Beckman Coulter](#)

LIQUOR MARKETING GROUP AUSTRALIA 2010 CONFERENCE – KUALA LUMPUR

9.2 "It was an amazing presentation. 1.5 hours of pure genius!"

Shelly Silberman, Category Manager [Brown-Forman](#)

ASAE – GREAT IDEAS CONFERENCE

9.7 "Scott spoke at the ASAE Great Ideas Conference in early March 2010. His impressive presentation and memory enhancing skills are incredible! I am still using the skills and am remembering names that I previously had forgotten, have substantially increased my retention abilities and recommend that anyone who has the ability to attend any of his trainings, does so."

Sandi Jacobs [ASAE & The Center for Association Leadership](#)

STARWOOD F&B CONFERENCE – BANGKOK

9.7 "Scott's system is a fast tool for staff training as well as an important skill for executives."

Ivo Estorninho, Director F&B, [The Westin Resort Macau](#)

YPO SYDNEY CHAPTER

9.2 "It's Easy, I Like It - It Works! Thank you for unlocking my memory."

Myles Baron-Hay, CEO, [Sydney Swans](#)



"The session alone is worth the cost of annual EO dues! WOW!"
Paul Miller, Managing Member [Axentia Solutions](#)

BORNSTEIN EVENT FEEDBACK & RATINGS (1-10)

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EO KANSAS CITY

9.8 "I learned more today that I can directly apply to my business and life than I have since grad school."

[Mary Leonidi, CEO, Polaris Companies & Wharton Graduate](#)

TEC CANADA – TORONTO

9.4 "Scott is in the top 2 speakers which I have had the pleasure to work with during my 13 years as a TEC member. The tools & systems Scott presented were immediately useful and effectively demonstrable (by the participants) during our three hour session. His progressive approach to learning and memory retention is brilliant! I highly recommend Scott for future TEC engagements, and/or direct engagements with corporations serious about developing skills which will enhance differentiation, stimulate profitable growth and oh yah, improve memory skills!" [Dave Jevons, CEO CDM Jevons](#)

EO MARRAKECH INTERNATIONAL UNIVERSITY

9.7 "Great workshop, very beneficial!!! Will use the techniques at our next franchise convention."

[Natasha Kogler, CIO Baja Fresh](#)

THE MOTIVATION GROUP – SYDNEY

9.1 "Outstanding session. I've received building blocks today to help me improve my professional performance and personal skills."

[Arthur Favos Rhodes Docherty](#)

COGNOS ANNUAL SALES CONFERENCE – DALLAS

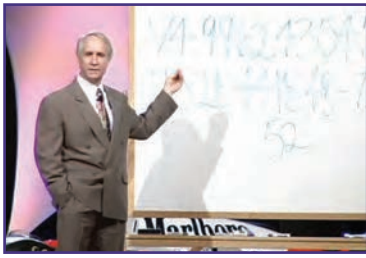
9.0 "As a sales person, my self-esteem is critical. Having a great memory will enable me to increase my self-esteem, which will lead to a better sales effort and ultimately more sales! This should have been mandatory!"

[Jerry Jenkins, Cognos Synergy Manager Cognos IBM](#)

SHANGRI-LA HOTEL EMPLOYEES & VENDOR PARTNERS – CAIRNS, AUSTRALIA

9.2 "Fantastic, entertaining, great involvement. Perfect."

[Tim Mayoh, Duty Manager Shangri-La Hotel](#)



"Scott Bornstein is without a doubt one of the best resources TEC 7 has had during its 37 years of existence. If you can use only one resource for your group, make sure it is Scott Bornstein."

Fred Chaney, Founder [TEC](#)

BORNSTEIN EVENT FEEDBACK & RATINGS (1-10)

Overall Event Ratings • Comments used with permission

VISTAGE CE 96 – ATLANTA

9.9 "I came into Scott's seminar not knowing what to expect and came out simply amazed. His memory development techniques work without question and I was so impressed that I signed up my sales director for a session the very next morning. There is no one who cannot stand to improve their memory and Scott can certainly make that happen. I strongly urge companies and organizations to consider using his seminar for their executives and sales people."

Scott Woelfel, CEO [Armchair Media](#)

1-800-GOTJUNK? SALES TRAINING – VANCOUVER

9.4 "This was a great program! It's the epitome of working smart and not working hard."

Landon Nguyen, Sales Training [1-800-GotJunk?](#)

HUGH O'BRIEN YOUTH FOUNDATION – LOS ANGELES

9.5 "In the month following the HOBY conference, my grades skyrocketed, my memory improved, and I, for the first time in my high school career, felt academically untouchable. My GPA surged from a prosaic 2.8 to a 4.3. Scott has made me believe that I can succeed in the academic world."

Ted Gonder, HOBY Ambassador - 11th Grade

HARVARD OPM 26 – ALUMNI RETREAT – SANTA BARBARA

9.5 "Excellent experience. It occurred to me that memory doesn't necessarily yield wisdom, but it certainly helps in persuasion & perception. Great exercises for the mind."

Henry Chidgey, President & COO [Hearts on Fire](#)

EO GLOBAL LEADERSHIP CONFERENCE – DC

9.5 "Great! Someone thought about explaining how my brain works in relation to my memory ... Something I never have the time to do. With your systemized approach, this will help me a lot. Thanks."

Phillipe Ryan, Owner [Phillipe Ryan & Associates](#)

YOUNG PRESIDENTS' ORGANIZATION – INLAND EMPIRE

9.9 "Great program - short, sweet, useful!"

Floyd Pickrell, CEO [Sybron Dental](#)



Scott Bornstein

[Request Program Update](#)

The MemoryPower Competitive Advantage: 5 Tools That Generate Sales & Increase Profits

This program has been active since Aug 11, 2005

Customer Engagement
Talent Management
Personal Development

Sales
Employee Development
Leadership Competencies

Number of Presentations	495
Quality of Content	4.8
Quality of Delivery	4.81
Applicability	4.59
Recommended by Members	95.96%

These scores represent the 100 most recent speaking event scores.

Scores per speaking event are final 28 days after the event.

Appropriate for	CE, SB, KEY, VCG, VI, AL, EL, CDG
Appropriate for spousal	Yes
Appropriate for retreats	No
Delivery Formats	In Person Full Session, Virtual Full Session, Virtual Half Session
Location of residence	CA, United States
Pro-bono Speaker	No
Audio/Visual	LCD projector, flip chart or white erase board, power strip for laptop, program preview call 7-10 days prior to meeting, list of attendees, meeting protocol...

Program Materials

Program materials are shared with group members who attend a speaker program. Click on program materials below to download. Videos will load on the hosting website in a separate browser window.

Other

[Speaker Demonstration and Reference](#)

Scheduling Information

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