

**The Novak Group Presents The Event of the Year  
Sales & Success Summit and  
Motivational Luncheon**

**Sept 25<sup>th</sup>, 2008  
Location: Embassy Suites**

**Featuring Speakers:**

**Tod C Novak** "The Birds, The Human Connection in Sales"

**Don Daniel Ortiz**, "Defining success, with meaning and purpose"

**Jeffrey Washington** "Effort is not a four letter word"

**All Day:** Tod will interview local millionaires and successful business people with your Q&A

**Informative, fun, fresh and right on target; a one of a kind day that will impact your life forever!!**





## Tod Novak Presents "The Birds"

Turn "My Space" (its all about me) into "Their Space" (it's all about them) and watch profits and relationships soar with The Birds program.

Mr. Novak's highly interactive, hands on program reveals the key to professional success lies in understanding yourself, understanding others and realizing the impact of the human connection for increased profits in business. Attendees will walk away with specific techniques that can be used immediately to increase their sales. In addition these techniques are devised to be easily implemented in virtually every industry.

The interactive program includes:

- The human connection in business
- Increase sales by working smarter not harder
- Double your sales and closing rate
- How to stay motivated everyday
- How to get potential clients to like and trust you
  
- The bottom line to increase sales and profits
- Bridge the generational communication gap
- Developing effective salespeople
- Maximize every communication opportunity
- The 80-20 rule of listening versus talking
- The salespersons mindset for increased sales



### Value to Attendees:

You will leave with the ability to make the human connection with each and every person they meet in person, over the phone or by email . What results is an instant connection, that builds rapport, trust, and relationships which in turn brings about increased sales and profits. Novak's method is unique because it is fun, easy to learn, easy to use and reveals how to set yourself apart from your competition, for lifelong results... Increasing profits through sales is the bottom line in every business and it takes people, the human connection, for the utmost success. An 18 page workbook is included for every member to take home as well as a laminated memory card.

## **Tod C. Novak "America's Sales & Motivation Expert"**

Tod Novak is a one of a kind, results-driven entrepreneur and people motivator who is considered one of the top sales and communication experts in the world today. He defied insurmountable obstacles in childhood to become an American success story and is referred to as "Americas Sales and Motivational Expert". Unlike any other speaker, Tod's formal education ended with the fifth grade and while other kids were in school, Tod was being schooled in the real world of business starting his first of 27 businesses at the age of 9. Now 34 years later at the age of 43, Tod has a lifetime of "real world" business experience that couldn't be learned with traditional schooling. In one project alone, Tod increased one of his client's profits 400 million dollars.



Tod has become a leading professional speaker, author and CEO of The Novak Group. His clients have come from virtually every type of industry including,

health care, call centers, banking, franchises, class action law, manufacturing, technology and direct sales with clients like Comcast, Ford, Liberty Mutual, AOL, Healthpoint surgical and State farm. Tod has appeared on national radio and TV and has authored numerous articles. His compelling new book is called "Has Technology Left Us Speechless?" Tod is a proud member of the National Speakers Association and president of NSA New Mexico, and is a board member of the Greater Albuquerque Chamber of Commerce. [www.TheNovakGroup.com](http://www.TheNovakGroup.com)

## **Daniel Ortiz Presents "Defining Success"**

In a world with so many could's, should's and want's, how do you know how to select what's best for you? In this 3 Step Training, you learn how to define the 3 most important, and enduring, measures of success for you. After this exercise, you'll never forget the phrase "I know I am being successful by..." This 3 Step Training is one of our most popular, by coaches and clients alike.

## **Americas #1 Latino Success Coach**



Daniel Ortiz has over 20 years experience as a successful stockbroker and sales leader for Fortune 100 Companies *Citibank, America Online* and *First Interstate Bank*, (Now Wells Fargo).

Ortiz is also the author of "*101 Secret Ways To Tell If You Are Living Your Life Purpose!*" and "*The 99 Success Secrets Of Jesus.*" His articles have been featured in *BrokerAgent Magazine* and he has been a guest on numerous radio shows. In addition to writing, Ortiz is a Life Coach specializing in helping business professionals bridge the gap between professional and spiritual success. [www.successecretssofjesus.com](http://www.successecretssofjesus.com)

# Luncheon Special Guest Speaker coming to us from Los Angeles

## Jeffrey L. Washington Presents

**“Effort is not a four letter word”**

Ask any successful person how they accomplished their goals and they will tell you they exerted their best effort. Whatever your goals may be; obtaining a degree, getting that dream job, better physical conditioning or even improving your relationships, they all require you giving them your best effort. Yet there are times when exerting our best effort can be challenging or exhausting. Jeffrey will show you how to embrace the word effort and makes every effort a positive one.

Jeffrey L. Washington is a motivational speaker, keynote speaker and trainer from Los Angeles, who is an engaging, humorous and charismatic presenter with a genuine zeal for people. He makes a personal connection with his audiences and approaches them with a sense of encouragement and inspiration. He began his speaking career more than 10 years ago working as a corporate trainer and a corporate spokesperson for a Fortune 500 company. As a member of Toastmasters Jeffrey became an award-winning speech writer and competitor. He now passionately devotes his time to living his dream as a full-time professional speaker impacting audiences all over the country helping them realize their own talents and abilities. He spends his summers traveling the country motivating high school and college bound students helping them realize their educational goals and volunteers his expertise teaching foster youth and displaced or at-risk inner city youth.



Jeffrey will enrich our lives by showing how to give our goals and dreams our best EFFORT, even in times of challenge. You will leave motivated to always be ready to give your best effort!

**In Addition to our speakers Tod will interview local millionaires and successful business people who are the definition of the word success.**

You will have the opportunity to ask these millionaires a question of your choice at the Sales and Success Seminar!

Stop trying to reinvent the wheel. Hear from experts who are already getting the results you want!



## The Full Day Sales Summit Program includes:

- Daniel Ortiz presents "Defining Success" (8:50 -9:45 am)
- Tod Novak presents "The Birds" (10 am-12 pm)
- Luncheon with motivational speaker Jeffrey L. Washington presents "Effort is not a four letter word" (12:45-1:15 pm)
- Tod C. Novak presents "The Advanced Birds" (1:30-4:30 pm)
- Networking before and after the seminar (8 am-8:45am and 5:00 pm-6:30pm)
- 18 page workbook with directory from Mr. Novak
- Assessment profile of personality style "The Birds"
- Memory card of "The Birds"
- Refreshments and snacks throughout the event

## And Your Special Bonus to receive AT THE EVENT....

**Your Special Bonus!** You know when you go to a huge event like this you may be lucky if you get to meet and really have a conversation with about 10 people. You may also meet and trade business cards with lots of others and then when you get home you have to make notes about each person and then put them in your computer for follow up. Well, **we have designed a way to optimize and simplify your networking, and it's our special gift to you for attending our event!**

**We will put together a directory of EVERY ONE IN ATTENDANCE at "The Birds" event.**

- You won't have to rush around throwing cards at everyone or becoming a card collector. Instead we want you to make **QUALITY CONNECTIONS** and spend time getting to know one another instead of just trading cards for follow up later
- You can check off the people you meet at the event and make notes in the directory, for easy follow up later
- With the directory you can strategically mark down people you want to try to find and meet
- You have everyone's contact information in **ONE** place for easy follow up

We will compile this list from your registration forms, so make sure they are accurate. **We WILL NOT be printing your email address in these directories since we know you don't want a bunch of spam.** The listing will include your company name, your name, your mailing address, your main phone number and your website!

**DON'T TAKE OUR WORD FOR IT...**  
**SEE WHAT OTHERS HAVE SAID ABOUT TODS SEMINAR**

**"Since attending your seminar "The Birds" my staff members increased their sales dramatically.** One salesperson, in particular, credits her record breaking sales to her utilization of The Novak Principle. Your presentation was both memorable and practical. You simplified a rather complicated subject enough for us to utilize the knowledge you imparted. We have endorsed and promoted your program to our entire 2400 members." Greater Albuquerque Chamber of Commerce, **Keith Edwards Vice President of Revenue Development**

**"The enthusiasm was contagious;** the group participation was great and made learning easy and fun." **Carmen Shiplet Bank Branch Manager**

**"Anyone in sales needs this seminar!** Don't come alone; bring as many people as you can, you'll be happy you did. I brought 15 from my group and now we are all on the same page." **Valarie Sako Sales Director**

**"Great seminar,** I felt like the seminar was personalized just for me...it far exceeded my expectations." **David Wolf CEO Small Biz America Radio**

**"Very upbeat with lots of important details** on how to read your customer to help close the sale" **Diania DeCant Young Living**

**Our sales team learned how to better align their sales process** to the unique personality of any given customer in our market. Even our experienced sales people who have been with the company over 15 years left the training saying " I learned new techniques to improve my sales and grow my business". This program will help optimize the human potential within your sales team. **Comcast, Michael Adair Southwest area HR Director**

**"I highly recommend Tod Novak as a conference speaker.** He is a gifted communicator and is dynamic, interactive, funny, entertaining, motivational and transformational." **Passion Church, Pastor Brian Alarid**

**"What a fun, effective, easy way to learn** how to communicate with current and potential customers, friends and co-workers" **Susan Kittredge Farmers Insurance**

**"Very powerful class,** I learned how to engage customers from their perspective." **Ken Carson Bank CEO**

**"More, more, more.** I loved it especially watching the light bulbs going off in everyone's heads." **RaLynn Botzler Strategic Networking**

**"It was a pleasure working with Tod Novak.** His passion for his business is infectious and his ability to transfer that knowledge to my group is a true testament to Tod's professional speaking skills. I will continue to hire Tod to motivate and train our sales fore in the future." **John Fachko, New Vehicle Director, Rich Ford**

**"The information learned can be used right away** and can be applied in the real world to increase sales...the potential is exciting" **Anthony Sais, New Mexico Sports and wellness**

**"Mr. Novak is a dynamic speaker that relates well to his audience .** I've been to a lot of sales training over the past 20 years, but this one gave me new information that I can use now!" **Lafe Gottschling, sales rep, Bravomic Communications**

**"Great class, I like the way you make the class fun,** you feel comfortable like you are at home. " **John McDeedeth – Comcast**

**"Informative, fun, fresh and right on target".** Wayne Sinclair, Account Exec, American Classified

**"The role playing and interaction was great."**- Chris Girion – Financial Advisor

**"A fresh look at sales techniques,** not the same old training". **Vic Villalobos, Sales Mgr, American Classified**

**"Down to earth, real life, not theory"** John Helms, President , Errands Plus LLC



## The Funtastic Schedule:

**All Day: Tod will interview local millionaires and successful business people with your Q&A**

8am -8:45	Registration and networking
8:50-9:45	Daniel Ortiz <b>"Defining Success"</b>
10am - Noon	Tod C. Novak <b>"introduction to The Birds"</b>
12:00 – 12:45	luncheon <b>"4 meals choices available"</b>
12:45 – 1:15	Jeffrey L. Washington from California, <b>"Effort is not a four letter word"</b>
1:30 pm – 4:30	Tod C. Novak <b>"The Advanced Birds"</b>

4:30pm – 6:30      Networking with refreshments

The will be several 15min breaks throughout the day

## First timers:

This day is designed for you to start off with some networking, followed by the morning session with Daniel Ortiz and Tod Novak and after enjoying a great lunch you will be delighted by our guest speaker Jeffrey L. Washington. The afternoon will continue with the advanced birds, hands on training, to take your application of the Birds to the next level. We will feed you all day long.

### Investment: First Timers

At the Door: \$525.00

Early Bird Special before Aug22: \$275.00

Regular price: \$395.00

## Past Attendees:

**A Bird Reunion:** You can't get enough of "The Birds", so we suggest you attend the whole day and we have a special price for you as a previous attendee.

**OR If you prefer, you can attend the afternoon session only, which is the advanced session for continued hands on application of "The Birds".**

You have the option of attending our luncheon with Jeffrey L. Washington as our guest motivational speaker prior to the afternoon session.

### Investment past attendees

Full Day: \$175.00 (includes lunch)

½ day Advanced session including luncheon with guest speaker: \$99.

½ day Advanced session only without lunch: \$79.00

## FOUR WAYS TO REGISTER:

Online:



**By Phone:** Call Customer Service at  
505.792.5820 8am to 8pm  
MDT 7 Days A Week

**By Mail:** Mail this registration form to:  
The Novak Group  
PO Box 93938  
Albuquerque, NM 87199

**By Fax:** Fax this registration form to:  
505.349.4176

**GROUPS** Take advantage of our special group investments! To register a group,  
please contact Dr. Donna Novak at 505.792.5820. All members of your group must  
register at the same time.