You help others achieve their success utilizing the Enneagram. Learn how it can improve your business success by attending

Illumination of Sales

*presented by Mary Anne Wampler and Theresa Gale, co-authors of “Wake Up and SELL”*

AET Annual Conference • Monterey, CA • June 19, 2008 • 9am – 3pm

The Importance of “Selling”

Our passion for the Enneagram’s transformative power drives our enthusiasm in promoting its use among clients. However, to continue growing our own business and have new opportunities to use the Enneagram, it is imperative to know how to sell. From our perspective, selling is helping the prospective client identify the gap that exists between their current reality and their desired goal. Once hired, we help them bridge the gap. However, without sales, there is no business.

Join us as we explore your beliefs about selling and their effect on your business success. Using the Enneagram, you will discover how your individual style impacts your ability to sell – and learn new, supportive thoughts, behaviors, and skills that de-mystify the art of selling. In doing so, you will build greater confidence and experience the freedom to successfully market your business, introduce more clients to the Enneagram, and enjoy the many successes you deserve.

Mary Anne Wampler and Theresa Gale

For more than a decade, Mary Anne Wampler and Theresa Gale, founders of Transform, Inc., have assisted small businesses and national corporations alike in improving sales. Using the Enneagram, Wampler and Gale, both Certified Enneagram Teachers in the Narrative Tradition, have helped veteran and novice sales professionals discover the barriers that curtail success. Over time, they observed patterned reactions among those they were charged with training. Dedicaded study showed that the salespersons’ strengths and barriers were, of course, type-related. Wampler and Gale set out to document their findings with the publication of “Wake Up and SELL,” which helps professionals determine their Enneagram style and provide solutions to overcoming non-supportive behaviors.

To learn more about Transform and our services visit us online or by phone.

We look forward to seeing you in Monterey!

"Wake Up and Sell" breaks down the barriers that foil professional sales efforts through its introduction of the Enneagram a dynamic personality profiling tool that allows individuals to better understand themselves and those with whom they interact. The book is an important contribution to the business community and a must read for business owners who care about sales and their sales staff."

David N. Daniels, M.D.,
Clinical Professor Stanford Medical School and Enneagram educator and author

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