

FORMER COO AT AMERICAN EXPRESS, AWARD WINNING AUTHOR, INTERNATIONALLY ACCLAIMED SPEAKER

JOHN BAKER



"You covered more effectively in 90 minutes what we try to teach in 9 months of training..."

*- Barbara Yarsbrough,
Director IBM*

HAVE YOU EVER WONDERED WHY:

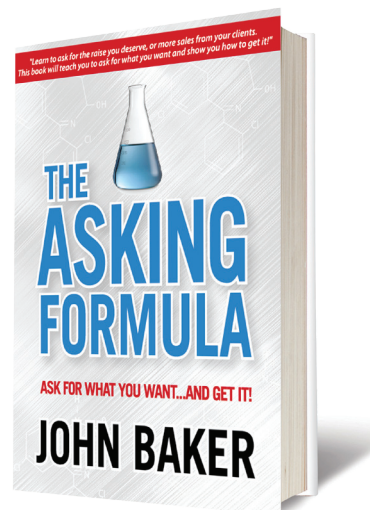
- YOUR SALES CYCLE IS TOO LONG?
- YOU CAN'T CLOSE BUSINESS?
- YOU DON'T GET THE REFERRALS THAT BOAST YOUR GROWTH?
- IMPORTANT DECISIONS DON'T GET MADE?
- ISSUES YOU THOUGHT SOLVED GET RE-HASHED OVER AND AGAIN?

HAVE YOU EVER WANTED TO:

- BE MORE INFLUENTIAL: ABLE TO PERSUADE PEOPLE TO YOUR POINT OF VIEW?
- SHRUG OFF REJECTION AND OVERCOME OBJECTIONS TO YOUR MESSAGE?
- MORE FREQUENTLY ACHIEVE THE OUTCOMES YOU DESIRE?
- BE CONFIDENT IN YOUR COMMUNICATIONS AND PRESENTATIONS?
- PROJECT A HEIGHTED PROFESSIONAL IMAGE THAT MAKES YOU STAND OUT FROM THE CROWD?
- EFFECTIVELY DEAL WITH DIFFICULT PEOPLE AND CHALLENGING SITUATIONS?
- BUILD TEAMS THAT FOLLOW YOU, COLLABORATE AND PULL TOGETHER?

Why do some people seem to achieve more in life than you do? Why do they get what they want more often? Do you want to have more success in your life and career?

The answer is **The Asking Formula**: a simple, accessible, six-step process that teaches you how to more effectively ask for what you want. In sales. In leadership. In your professional and personal life. Whether you are just starting out, or a seasoned veteran: The Asking Formula - ask for what you want...and get it!



How many times during the day – on a sales call, in a meeting, conducting a presentation, running a project, at work or at home – is it vital for you to ask for something that you want in order to achieve important goals?

WHAT'S THE COST OF POOR "ASKING"?

- MISSED OPPORTUNITY FOR GROWTH AND SUCCESS.
- WASTED TIME, ENERGY AND MONEY.
- DELAYED RESULTS, PROCRASTINATION AND DISAPPOINTMENT.
- UNAVOIDABLE MISUNDERSTANDINGS THAT CAUSE RESENTMENT AND RE-WORK.
- NON-ENDING AND UNPRODUCTIVE MEETINGS WHERE DECISIONS DON'T GET MADE.

THE ASKING FORMULA IS ONE-OF-A-KIND, AND IT EMPOWERS YOU TO:

- Immediately implement the most effective, straight forward and high-impact process for structuring best-in-class persuasive communications and allow you to achieve your objectives.
- Instill into yourself – and your entire organization – a winning attitude and a bias for action that gets things done.
- Super-charge your communication effectiveness and influence.
- Avoid common communication pitfalls that sabotage success and sap your professional image.

The simple truth is this: Better asking leads to better results. Learn The Asking Formula and achieve the success you are looking for.

Take Action!

Buy The Book. Engage John for an upcoming event. Get the training program. Find out more at www.TheAskingFormula.com.

JOHN BAKER is the creator of *The Asking Formula*, an award-winning author, business owner and entrepreneur. As Senior Vice President and Chief Operating Officer at such leading firms as American Express and Ameriprise Financial, John led global teams in sales, customer service and operations. Today John is CEO of READY Thinking, LLC, an organizational and leadership development firm.

John is an expert on getting people to ask more effectively for what they want and gain the outcomes they desire. He gets individuals and teams to cut through the unnecessary and deliver persuasive and influential communications that get things done.

John's wit and insight make him one of the country's most sought after presenters, and John has brought his message to hundreds of organizations including the Department of Defense, the US Army, Fortune 500 companies, small and mid-sized organizations, national associations and trade groups.

For more information on John and his programs visit:
www.theaskingformula.com.

