

**Buyers are Liars! Read Your Clients Like a Book:  
Close the Deal Quicker and For more when You  
Use Info Hidden in Plain Sight.**

# LIAR LIAR PANTS ON FIRE

An Eye-Opening Keynote with Traci Brown, CSP

**'Two Truths and a Lie' is a fun game unless you don't know you're playing. You haven't realized it, but in business, you're playing everyday... and YOU'RE LOSING.**

Discover how to **win** the game with clients, your boss, your team, and your prospects. **Protect your hard-earned profits** and catch would-be fraudsters *before* they can take away **everything you've worked for.**

In this fast-paced keynote, you'll discover how to use Traci's **9-Point Fraud Spotting System** to separate the lies from the truth, so you don't innocently step into a business, life, or reputation-destroying event.

## Do you often ask yourself:

Do you know your prospect's REAL budget?

Are they going to buy from you or are they just shopping?

Are you really the last person you're talking to?

Are they happy with your proposal or service?

Do they really have to talk to their spouse first?

*You'll also be able to understand:*

Is one of your most-trusted associates embezzling your company's hard-earned money?

Is that job applicant being deceptive about their experience? Will their lies cost your company countless dollars and hours of training?

And most importantly...Did your kids eat those donuts you left on the counter, or did the dog?

**After hearing Traci speak, you'll be better equipped to find the REAL answer to all of the questions, and MORE!**

You'll quit second-guessing your instincts and immediately tell fact from fiction *when you discover:*

- Nine telltale **signs that a person is lying**
- How to **quickly uncover** the truth
- How to keep nefarious people from **making you a victim**



*"Traci's system taught my team to spot deception, and we saw the secrets to close a \$9B deal."*  
~Anonymous



### HERE'S WHAT PEOPLE ARE SAYING...

*What a FANTASTIC and useful session Traci! YOUR talks should be required for ANYONE who's in business and deals with...people!*  
-Steven Barker, JP Morgan Chase

*I've never actually learned anything I could use in a keynote. But I walked out of yours with tools I can use right away. THANKS!!*  
-from the Financial Planner's Association Conference.

*Saw Traci at the Florida National Dental Convention. Very impressive tactics to detect deceitful people. a very motivational keynote speaker. Would love to see her in action once more!*  
-Sophie Williams

**TIME Magazine** has named Traci one of the nation's **top detection experts**. She's trained alongside our country's top law enforcement and is ranked the **#3 Body Language Expert in the World**.

Ms. Brown is a frequent television guest and is the author of ***How to Detect Lies, Fraud and Identity Theft***.

Her Fraud Spotting Learning Platform has helped companies stop **millions in fraud loss**.

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*To hire Fraud-Busting Body Language Expert Traci Brown to speak at your next event, conference, or meeting, contact Traci. She'll open your event with a bang!*

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*Traci Brown*

Fraud-Busting Body Language Expert  
Eye-Opening Keynote Speaker • Best-Selling Author

### You've Seen Traci here:



### Join the Growing List of Traci's Clients:



**RE/MAX**