Studies show Sales is a game of Two Truths and a Lie. 60% of people believe it's socially acceptable to lie to a salesperson. How Much Are Lies Costing You?

LIAR LIAR PANTS ON FIRE™

An Eye-Opening Keynote with Traci Brown, CSP For Sales Pros

Two Truths and a Lie **is a fun game, unless you don't know you're playing. In business, you're playing everyday…and YOU'RE LOSING.**

Discover how to win the game with current and potential clients, your boss and your team when you know the truth. Close the Deal Quicker and retain your clients When You Use Info Hidden in Plain Sight

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

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

- Read customers like a book so you reach agreement easily
- Uncover the REAL answer to your most important questions
- Understand what your customers are really needing but aren't saying–so you can deliver
- Have security in your relationships

DO YOU OFTEN ASK YOURSELF:

- *Do you know your prospect's REAL budget?*
- *Are they legitimate buyers or just information gathering? Their cousin Eddie can do the same thing for them with a little of your intel, right?*
- *Are they happy with your proposal or service? Or are they silently disagreeing?*
- *Will your customer today stay loyal tomorrow?*
- *Are you their favorite or are you the fool?*

After hearing Traci speak, you'll be better equipped to find the REAL answers!

> Traci's system taught my team to spot deception, and they **stopped a $22M fraud loss** in one transaction.
>
> -Anonymous for obvious reasons

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.

> 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

> Your talk at our Women's Industry Network Conference was **AMAZING!** I have used this information EVERY day since.
>
> -Tona J Haywood, Gautier's Auto & Body Glass, Inc.

> Saw Traci at the Florida National Dental Convention. **VERY IMPRESSIVE** tactics to detect deceitful people. A very motivational keynote speaker.
>
> -Sophie Williams

Featured here:

TODAY · TIME · Forbes · The Wall Street Journal. · Newsweek

Join Traci's growing list of clients:

PPG · FPA · CUNA Credit Union National Association · Texas Department of Insurance Approved · RE/MAX · Farm Credit Bank of Texas · NAA National Apartment Association

Hire Body Language Expert & Behavior Analyst Traci Brown to speak at your next event, conference, or meeting. She'll Ignite Your Event!

Traci Brown

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