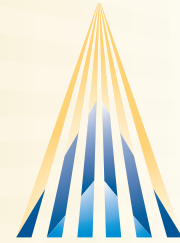


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**ACTIVATE  
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ACCELERATING GROWTH

# AFTER THE CUTTING

## How Successful Companies Are Selling Their Way Back To The Top

### SHIFT YOUR BUSINESS FROM DEFENSE TO OFFENSE

Activate Group Inc., presents an exceptional event for CEOs, COOs, CFOs and business owners. This event is for high-level individuals who want to move their business strategy from defense to offense.

Join guest speaker **Dave Kurlan**, best-selling author of *Baseline Selling*. He will share his considerable insight on how to maximize sales and profits.



**Thursday, April 8 • 11:00am – 2:00pm**  
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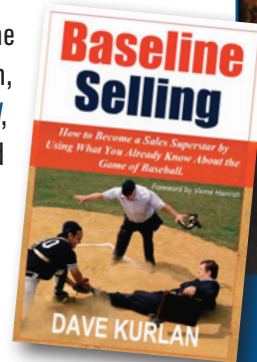


## ABOUT THE SPEAKER DAVE KURLAN

With over 30 years of experience, Dave is a top-rated speaker and the best-selling author of *Baseline Selling*. He is a leading expert in Sales Force Development and the founder and CEO of Objective Management Group, Inc., the top provider of sales assessment tools. He is also the CEO of Kurlan & Associates, Inc., a renowned sales force development firm.

Internationally known for his groundbreaking work in evaluating salespeople, he is the developer of The Dave Kurlan Sales Force Profile, a tool for evaluating the team, systems and strategies in sales organizations. Dave is co-developer of *SalesMind*, software that helps salespeople overcome their weaknesses, the *Visual Pipeline*, and *SalesTrack*, an accountability application for sales managers. He has written two books on sales: *Mindless Selling* and his best-seller, *Baseline Selling – How to Become a Sales Superstar by Using What You Already Know about the Game of Baseball*.

Learn more about Dave and OMG products at [www.davekurlan.com](http://www.davekurlan.com)



DAVE KURLAN

Don't miss this learning event brought to you by **Activate Group, Inc.**

## A HIGHER STAKE IN YOU ties our bottom line to yours

Activate Group has a higher stake in your game by tying your results directly to our bottom line. That's how confident we are in the strategic solutions we provide. The question is, are you ready to reach goals, run more efficiently and accelerate your growth?

We help clients achieve quick, efficient and profitable growth through the easy implementation of proven methods.



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