

Brian Azar

PRESENTS

The Azar Alternative

As *The Sales Doctor*, Brian Azar is best known for his charming costumes, dramatic theme music and pep rally style presentations. When Brian started his company, The Sales Catalyst, Inc., over 20 years ago, there was a great need for specialized training specific to the sales industry. Sales professionals understood the act of selling, but they neglected to understand the “*art of salesmanship*”. Brian’s unconventional approach, dubbed “*The Contrarian*” point of view, has helped countless sales professionals become top performers. As the workplace became more dynamic, more diverse and more demanding, Brian recognized a much-needed solution to issues regarding work/life balance. The result was *The Azar Alternative*. Brian believes that on some level, each of us is a sales person – even if it’s short lived. Whether we’re interviewing for a job, asking someone out on a date, or looking for leadership opportunities in the community, at some point in our lives, we all sell something to someone, even if what we’re selling is our own talent, skills or abilities.

While *The Sales Doctor* focuses on issues specific to sales, *The Azar Alternative* provides “life skills” training necessary in achieving both professional and personal success. *The Azar Alternative* is a monthly newsletter distributed to subscribers worldwide. It contains witty, results focused anecdotes facing professionals in all types of industry. The success of the newsletter was the catalyst Brian needed to develop and launch a new series of presentations. Today, *The Azar Alternative* presentation series focuses on work/life issues and appeals to a wide variety of people. The core topics include *Whose Life Is It Anyway*, *Diversity In The Workplace Is Good Business*, *Understanding Communication/Building Rapport*, *The Art Of Change and Adaptation* and *The Contrarian Sales Approach*. Brian has helped companies like AT&T, Equitable Life and the American Marketing Association re-focus, revamp and revitalize employees and equip them with critical skills paramount to their success and overall happiness.

Those who know Brian personally and anyone who has attended his presentations know he is fiercely passionate about teaching the whole person. Regardless of one’s career choices, Brian has engineered his presentations to appeal to various people and lifestyles. He is committed to helping people grow and develop on many levels. Brian encourages an attitude of continuous improvement and challenges people to find ways to examine themselves and the world around them.

Brian Azar is the founder of The Sales Catalyst, Inc. The Sales Catalyst, Inc. offers a wide variety of training services, presentations, workshops and professional coaching for companies and individuals. For additional information, call The Sales Catalyst, Inc. at 919-620-1551 or visit Brian’s websites at www.BrianAzar.com and www.SalesDoctor.com.

“My purpose is to find out specifically, exactly what it is people want or need, help them get it quickly and elegantly (even if I can’t give it to them) and have them feel good about it, my company and me.”

Brian Azar

Brian Azar

Professional Speaker, Trainer, Coach



Mr. Azar, the founder and president of *The Sales Catalyst*, has been speaking professionally for over 20 years. *The Sales Catalyst* is an industry leader in providing innovative solutions to a variety of issues that face working professionals today. Brian provides expert training, coaching and development and life skills education to help people address many of today's prevalent work/life balance issues. Brian's expertise stems from years of experience and the continuous improvement attitude that he is classically known for having.

Brian spent most of his adult life in Brooklyn, New York and holds a Bachelor of Arts in Psychology from City University of New York and additional credits in Education. He has distinctive memories of helping his father sell Electrolux® vacuum cleaners door to door as a child. Brian learned early lessons in salesmanship and in building trust and rapport with customers. These early experiences in selling helped Brian realize what he wanted to do as an adult. However, because of his father's influence and guidance, he also knew that being a good sales person was more about the customer and less about the actual sale.

Brian's impressive reputation as *The Sales Doctor* deems him as a leading authority on the issues that sales professionals face. Since Brian founded his company, he has shed new light on the subject of salesmanship. Brian has helped companies like Honeywell Corporation, AT&T and American Express Corporation turn good sales people into great sales people. Teaching people "*the art of salesmanship*" is what has made Brian's company historically successful.

When Brian developed *The Azar Alternative* several years ago, he responded to an industry shift that changed how people interact with one another in the workplace. With the growing usage of technology to support everyday work functionality, demands for face-to-face interaction lessened. People became more dependent on devices and mediums to conduct meetings and exchange information. Brian argues that less interaction and more technology might increase efficiency with processes, but does nothing to increase efficiency with people. Brian believes some technology actually impedes communication and hinders interpersonal relationships. *The Azar Alternative* includes presentations that encompass the fundamentals in promoting a successful and more balanced way of living. The presentations include *Whose Life Is It Anyway*, *Diversity In The Workplace Is Good Business*, *Understanding Communication/Building Rapport*, *The Art Of Change and Adaptation* and *The Contrarian Sales Approach*.

Brian and his family reside in Durham, North Carolina. He volunteers his time regularly as the drama teacher for the Durham County Public School System in Durham, North Carolina.

Mr. Azar is available for presentations, speaking engagements, facilitation and workshops worldwide. For event scheduling, appearances and additional information please contact The Sales Catalyst, Inc. 919-620-1551 or visit Brian's websites at www.SalesDoctor.com and www.BrianAzar.com.

bio

Brian Azar

Professional Speaker, Trainer, Coach



Brian Azar has dedicated his life to helping people identify and pursue their dreams. A good life does not happen by accident. He educates, entertains and ultimately energizes people to get them focused, motivated and ready to accept the challenge of living a happy, more successful life. Brian offers dozens of presentations under the following categories:

THE SALES DOCTOR

- A specific collection of workshops and presentations engineered to transform sales professionals into “top performers”. Clients benefiting from this powerful series include AT&T, Xerox Corporation and Honeywell Corporation.

THE AZAR ALTERNATIVE

- Anyone craving more work/life balance needs to attend these compelling and timely seminars. Brian’s commitment to helping people heal themselves from the inside out is amazing. He addresses, in depth, the critical components that keep us from experiencing success and happiness, both professionally and personally.

THE 7 PILLARS OF SUCCESS – STRATEGIES FOR GREATNESS

- Success is not by on luck or happenstance. Real success follows a specific formula that is refined as it progresses. This seminar defines the system of success. It identifies the 7 specific components for achieving greatness.

SALES AND SALES MANAGEMENT

- *Mastery Programs*
Designed to help you achieve the specific professional and personal results you desire with one on one sessions.
- *The Contrarian Sales Approach*
Based on the principles of the 80/20 rule, these presentations focus on the why something isn’t working first, then teaches the behavior changes needed to make it work.
- *Sales Prospecting and Rapport Building*
Key techniques are demonstrated that help transition good sales professionals into great ones.

COACHING AND MENTORING

- No leader gets to the top alone. Everyone needs guidance, support and proper steering.

TRAINING AND DEVELOPMENT

- Brian is committed to a life of continuous improvement. He is fiercely passionate about teaching the whole person. Training is reoccurring; development is a life long commitment.

PERSONAL GROWTH AND AWARENESS

- In order to know who you are as a professional, you must also know, understand and acknowledge who you are as an individual. Learn invaluable skills designed to raise your “self” consciousness.



Brian Azar

Professional Speaker, Trainer, Coach



millenials

Founder, The Sales Catalyst

Founder, The New York President's Club

Author, *The Sales Doctor*

Author, *The 10 Laws of Business Success For The 21st Century*

Author, *FutureSelling*™

Author, *QuickStart*™

Member and Consultant, World Future Society

Chair, Multicultural Business Council, Durham, NC Chamber of Commerce

Board Member, Sales and Marketing Executives International, Durham, NC Chapter

Previous Key Clients Include:

- *Xerox Corporation*
- *AT&T*
- *Honeywell Corporation*
- *Swiss Bank Corp.*
- *Equitable Life*
- *American Express Corporation*
- *Western Union*
- *Sharp Electronics Corp.*
- *The American Cancer Society*
- *National Association of Women Business Owners*

Publications containing articles and quotes include:

- *Selling Power*
- *Success*
- *Sales and Marketing Management*
- *Retail Digest*