



Keynote: Shrimp Net Selling - Marvin's Purple Folder System

(Allow two hours.)

Do you really know where selling came from? But you've been in sales and you're still unsure? When you discover its origins, you will never look at the world of sales the same way again.

In this workshop, you will see Marvin's actual selling presentation and his selling psychology that has been heavily influenced by Dale Carnegie, Jack and Gary Kinder, John Savage, Lefty Lefton, and Tom Hopkins. Marvin will take you from start to finish on how he does what he does. But more importantly, you'll learn *why* he does what he does.

Caution: If you were trained on how to sell more than 15 years ago, you might want to bring a seatbelt. This concept will have you bouncing in your chair.