

# The Attention Algorithm

## How to Influence Others and Achieve Your Goals

**Format:** A LIVE or VIRTUAL keynote.

**Designed for:** Executives, Business Leaders, Entrepreneurs, Business Owners, Sales Teams, and anyone who needs to gain and use influence in their role.

### Overview:

Take a close look at how we interact with existing and potential customers today, and you'll find that the majority of what we do is the same as our competition. We reach out the same way, using the same methods, the same language, the same slides and even use similar proposals with similar pricing and terms.

Everything is the same, and truth be told, "*same*" doesn't sell.

The first step to making a sale is to gain attention. We need to stand out and be different, rather than *the same*. The attention algorithm are the steps needed in today's environment to gain and retain attention.

Once you have attention, your prospect, customer, or employee are ready and eager to support you, however they can.

In this exciting presentation, Shawn Casemore, author, and sales performance coach shares how to gain and maintain attention, harness energy and drive towards your goals, all with the buy-in and support of those you seek to influence.

You'll leave inspired to re-think how you interact with customers, prospects, your boss and even your peers.

Are you ready to use the Attention Algorithm?