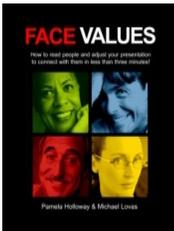




Paul B. Scaffidi

Strategic Coach, Team Builder,
Motivator & Behavioral Expert



Merrick Rosenberg
Coauthor of *Take Flight!*

Featured in:



PSA SERVICES and Programs INCLUDE:

- Level Breaker Coaching
- Search & Selection
- Practice Optimization
- The Dream Team
- Chameleon Selling
- Presentation Magic

Program options include:
1 hour, 2 hour, 4 hour or full day
implementations, a Pocket
reminder card, and/or a copy of
Face Values or The Chameleon
for reinforcement

The Client Focused Advisor

The CFA program is the only work of its kind. It teaches you how to read the person in front of you, prospect, client, manager, co-worker or anyone you desire to influence. Before you finish shaking hands, you will know the other person's communications style, values and preferred decision process. The CFA program shows you the most effective way of "speed reading" people ever developed.

Ever wonder why you click with some people, but with others you're like oil and water? People are so different. That extends to how they make decisions. Why some prospects make decisions only after careful study of all the data, while others ignore the data and rely on gut or testimonials.

Decision-making style is just one of dozens of ways in which people differ. To succeed at a higher level, you need to learn how to tell them apart and how to appeal to them. That's where the Client Focused Advisor program comes in. We'd be foolish to proceed as if their decision-making style mirrors our own.

You will learn specific steps to enhance your ability to build trust and create instant credibility. Performance Systems has been teaching the CFA model which will enhance virtually any relationship and is especially applicable to improving sales results, team performance, coaching and leadership effectiveness.

The CFA program integrates the latest research from Neuroscience and Behavior Psychology and is a perfect fit for advisors who utilize a Consultative Sales process. Our model was developed in partnership with Take Flight Learning and About People.

- ◆ Improve team synergy, motivation and communications
- ◆ Tailor your presentations to meet the needs of all (4) Buying styles
- ◆ Utilize the FAIR model to improve results with all buyer types and roles
- ◆ Learn the language that increases receptivity and triggers commitment
- ◆ Learn how to dramatically increase the quality and quantity of Referrals
- ◆ Double your pipeline by understanding buyer motivation and decision style
- ◆ Improve Communications and Advocacy
- ◆ Accelerate the decision process and improve the predictability of sales results
- ◆ Improve relationships with clients, colleagues and family members.
- ◆ Program participants will receive a 30 page personal assessment/workbook.



"If anyone is looking to jump start their business to improve results, this program is a must!"
---- Jay Edwards GFS®, ChFC®, AIF®, CFP®, CHFC, CLU, CFBA

LEVELBREAKER COACH • TALENT MANAGEMENT • TEAM BUILDER

A former UCONN Husky Football player, Paul knows what it takes to make things happen. As a walk on, he earned a full scholarship and was a starter for 4 years and finished with two championships and the habits of commitment and discipline.

When he started his career as a computer salesman he applied the same formula in his business and quickly rose up the corporate ladder from Sales REP to VP US Sales in 10 years by consistently breaking team and company records for performance and growth. As an early endorser of behavioral psychology, he recognized the potential and the power of teams when you combine different strengths and approaches with a unified strategy. The results were always the same - Performance Objectives Achieved, improved employee morale, greater client satisfaction and reduced turnover.

With a strong desire to participate in his 3 young children's development, he left the corporate world and started Performance Systems & Associates, Inc. as an associate of Brian Tracy and Steven Covey to share his method's as a leader, talent consultant & Executive Coach. What makes Paul unique is his programs come from a ton of real life, practical experience and a lifetime commitment to continuous learning & improvement

Contact: 704-912-3267, Paul@Levelbreaker.com • www.Levelbreaker.com • www.PSAFinancialServices.com

Nationwide availability for conferences, events and Coaching