

# MAY 20, 2015

## CONCEPTS FROM THE SCIENCE OF SELLING

Robb's seminar focuses on critical sales methodologies and skills that change behavior, improve performance, and drive results.

You'll learn how using neuroscience can set you apart from your competition and take you to a higher level of productivity- personally and in your showroom.

Discover how neuroscience can be applied to all aspects of your sales and marketing efforts.

**Please register online at  
[www.nkbaalaska.org](http://www.nkbaalaska.org)**

**NKBA<sup>®</sup> CEU**  
APPROVED 2015



ROBB BEST, CKD  
Elkay Senior Advisor  
Cognitive Strategy

## NKBA

6pm - 9pm

BP Energy Center  
900 E. Benson Blvd.  
Anchorage, Alaska

*"This has completely changed the way I sell!"*

*"One of the most effective and applicable sales seminars I have ever attended."*

**ELKAY<sup>®</sup>**