

Be DiFFERENT or be dead: How to Distinguish Yourself from the Faceless Herd

With Business Expert and Author **Roy Osing**; produced and moderated by **Dr. Jim Sellner**



'BE DiFFERENT or be dead' is one of the top business books in the U.S.'-- Soundview Executive Book Summaries, Concordville, USA

Are you:

- Trying to create your organization's **competitive position** in the market?
- Finding it difficult to avoid descriptions like 'better' or 'best' to declare your **unique** capabilities?
- Having difficulty explaining to people why they should do business with **you** and not someone else?
- Unable to answer the question "What makes your organization **Different** than your competitors?"

If you have answered "Yes" to these questions this Exclusive Complementary Webinar is for you!

Roy Osing, President and CEO of Brilliance for Business, and Dr Jim Sellner, PhD, CEO of Subject2Change Inc. are teaming up to bring you this one-of-a-kind virtual learning experience.

Roy is a Speaker, Personal Coach, Educator and Advisor to both profit and not-

for-profit organizations. He is the **Author** of the groundbreaking new book ***BE DIFFERENT or be dead: Your Business Survival Guide*** which provides Practical and Proven Practices for organizations to differentiate themselves to thrive and survive these challenging times.

“I had trouble putting this book down. In these challenging times this is exactly what business leaders need to weather the storm. *BE DIFFERENT or be dead* by Roy Osing is bang on for sales people, marketing executives, entrepreneurs and owner operators. Learn from Roy...I did!” -- **Dr. Peter Legge, CEO/Chairman/Publisher Canada Wide Media Limited**

This Webinar Learning Experience is like no other.

Roy will step you through practical and proven ***Distinguishing Practices*** of his book and Blog. He will show you HOW to leverage the critical functions of Strategy, Marketing, Sales and Customer Service to create uniqueness in a world of undifferentiated competitors.

If you are looking for the path to BE Remarkable, ‘Gaspworthy’, Indispensable to your Fans, you can’t afford to miss this Session.

Here are some of the topics Roy will cover during the 60 minute event...

- ✓ Stand-out from the herd. BE Relevant and provide VALUE
- ✓ BE SIMPLE. Three questions will determine your Strategy
- ✓ Cut the CRAP
- ✓ BE Anal about Execution
- ✓ Marketing: It’s about VALUE Packages NOT Products
- ✓ You Service Automobiles; You SERVE people
- ✓ Hire Human Being Lovers to Dazzle your Fans
- ✓ Kill Dumb Rules
- ✓ Sales: Have an intimate relationship!

‘His book is a gift. He is doing in the business world what we are doing in the yoga world.’ -- **Sandra Sammartino, Yoga Teacher Trainer for over 30 years, Vancouver**

Roy will answer your questions and every participant gets an *E-Guide* of his presentation to follow along and keep for reference.

Join us *Sept. 15, 2010 at 11:30 – 12:30 Pacific* Time for this Exclusive Event!

To register for the Webinar, please click on the link below, and get a Gift Copy of Roy's Article "**Competencies to Cover**", the attributes to look for when recruiting people to help your organization *BE Remarkable and Indispensable*...

To **Register...** <http://www.instantpresenter.com/PIID=E150DE8585>

For more bio information on Roy, Critical Praise for his book, Media Reports, Speaking Events and Blog Articles on his **BE DIFFERENT** Practices, please visit www.bedifferentorbedead.com. Connect with Roy on www.twitter.com/royosing