

**Billy Cox**  
INTERNATIONAL

Here's what you can expect  
when you work with Billy:  
Always customized, never canned:

Billy works from his belief that preparation is the foundation for any achievement. Before your event, he:

- *Consults with you about your organization's needs*
- *Quickly learns your critical issues*
- *Collaborates with you to create a clear picture of the end result you need to achieve*
- *Customizes his message to your audience and event objectives*

**Involves and engages participants**  
Whether it's a one-hour speech or an all-day seminar, Billy blends facts, inspiration, humor and conviction with audience participation. Audience feedback consistently gives him top ratings for engaging attention, creating rapport, and getting people involved.

**Billy understands what motivates people.**  
People come away not only energized, but equipped with real takeaways and the confidence to begin applying them immediately.



### We're here to help you create success

Seminars and products that will help you generate maximum performance and achieve real results.

### What people are saying about Billy Cox:

*"Billy Cox's high energy and highly interactive performance equipped my sales team with specific information that can actually use. It fit right in with our company's overall philosophy."*

**Jessie Ladd**

President & CEO, Chansen Publishing, Inc.,  
Living Magazine

*"Billy, we have some challenging goals in front of us and your inspirational message about how to play to win in business, sales and life truly resonated with the group. Thanks for helping us jump into 2007 with purpose and passion. There is no doubt in my mind that this will be our best year yet."*

**Rich Cocuzzo**

Vice President, Sales,  
FedEx Service

*"Billy Cox is a master of coaching people to be their best."*

**Tony Jeary**

Mr. Presentation, author,  
Life Is a Series of Presentations



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[www.BillyCoxInternational.com](http://www.BillyCoxInternational.com)

**Contact us today**  
All seminars are customized based on the goals of your event, so advance booking and planning are critical for success.

## INSPIRING ACTION! ENERGIZING CHANGE!



SEMINARS &  
PRODUCTS  
BY SUCCESS COACH

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Let me show your  
people, business, or organization how to:

- *Set and reach goals and dreams*
- *Ignite action by changing beliefs and attitudes*
- *Transform leaders, managers, and teams*
- *Achieve excellence and results at all levels*

Proven strategies and real-world techniques.

You set the goal, we provide the solution.  
Always customized to your event.

### Real changes for real results

Billy Cox has inspired thousands of people to take actions that have produced positive changes in business and in life. A business leader, best-selling author, speaker, and high-performance coach, he pairs an energizing message with achievable action-planning techniques.

### Credibility earned by real-world business success

Billy has lived and overcome the business and personal challenges many of us face.

### By age 35, he had:

- *Made his first million dollars.*
- *Risen through the ranks to become president of a national direct-selling firm.*
- *Led a management team and hundreds of sales associates to record-breaking success and a company turnaround in less than three years.*

Today, he draws on more than 20 years experience in sales, management, and leadership to teach people what it takes to achieve at the highest level.

### Moving people to take action

Billy's compelling keynote presentations and workshops are real-world and action-oriented, not theoretical. Billy energizes audiences, shares proven strategies, and enables people to take action and reach new levels of success.

### What sets Billy Cox seminars apart?

Billy's clients consistently say they would hire him again, because he made their event one of the best ever. Billy goes the extra mile to make your event a success.

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# Forget the fads, learn strategies that work

A session with Billy is truly an experience that will shift attitudes, inspire action, and give your team the knowledge and momentum to make real changes and achieve results.

## The four components of success:

**Goals.** Successful people and successful organizations define where they want to go, then stay relentlessly focused on their dreams and goals. Billy teaches the proven goal-setting methods that led to his own success.

**Attitude.** Success is 90% attitude and 10% aptitude. Billy spotlights the power of beliefs and attitudes to help or hinder success. He teaches basic techniques to help people believe in their own abilities, think like winners, and get and keep a mental edge.

**Motivation.** Staying motivated every day is the key to long-term success. Billy inspires people to get in the game, harness commitment and persistence, and overcome adversities.

**Excellence.** Billy believes that only small differences separate superstars from average performers. He makes excellence achievable by focusing people on these high-impact areas.

## Teach your people how to:

- *Set and achieve goals and dreams*
- *Master the basics*
- *Make effective decisions*
- *Think like a winner*
- *Be more organized*
- *Take action*
- *Follow through*
- *Overcome adversities*
- *Get and keep mental edge*
- *Stay focused*
- *Increase sales*
- *Sell yourself*

## Teach your organization how to:

- *Build a game plan for success*
- *Raise standards by raising the bar*
- *Motivate and engage people to get in the game*
- *Supercharge teamwork*
- *Get the winning edge*
- *Get the most out of your management team*
- *Turn setbacks into comebacks*
- *Achieve consistent results*

## Keynotes and half-day workshops for:

- *Teams & individuals*
- *Salespeople & sales managers*
- *Companies & organizations*
- *Corporate executives, leaders & managers*

## Sample topics:

### You Gotta Get In The Game

Supercharge any event by inspiring your people to get off the sidelines and get in the game. Draws from the 14 core principles in Billy Cox's best-selling book.

### Selling at the Highest Level

Build sales superstars by teaching them what top performers already know and do. Billy reveals what he has learned in more than 20 years of building, training, and maintaining winning sales teams.

### T.E.A.M. Success

Use this teambuilding workshop to overcome obstacles to effective teamwork and gain the competitive advantage of true team synergy.

### Leadership Vision

Proven strategies to improve management and leadership.

### 7 Steps to Change Your Life

This highly interactive workshop teaches participants personal accountability with a simple goal-setting process they can use in all areas of work and life.

## The tools you need to succeed

Books, audio, and other products from Billy Cox International teach proven techniques for maximum results.

Our best-selling products coach individuals, businesspeople and teams to:

- *Increase performance*
- *Think like a winner*
- *Get the competitive edge*
- *Move to the next level*
- *Achieve goals and dreams*

## Build the foundation for success in your organization:

- *Supplement your company's training library*
- *Support and extend momentum after a Billy Cox seminar*
- *Boost performance among key staff*

## Titles include:

- **The All-Star Sales Book**
- **You Gotta Get in the Game**  
Over 100,000 copies worldwide.  
The essentials of success for anyone.
- **The Dream Book**  
This step-by-step workbook walks readers through seven essential steps to achieve their dreams. Now in its 6th printing!



*"I believe that inside of you is a champion. You have the unlimited potential to be, do, or have anything you want in your life. You simply have to know what it is you really want, and be willing to work long enough and hard enough to make it happen."*

- Billy Cox

Please visit our website at [www.BillyCoxInternational.com](http://www.BillyCoxInternational.com) for the latest updates on Billy's seminars and workshops and to check his upcoming schedule for appearances near you.

Order online anytime at [www.BillyCoxInternational.com](http://www.BillyCoxInternational.com)  
Check our website for audio books, downloadable presentation packets, and other essential tools! Bulk pricing available.

