

2020



FARNOOSH BROCK

Speaker, Author
Business & Leadership Coach

“Farnoosh Brock is an engaging speaker with a powerful message of shifting your mindset from inward to outward thinking when it comes to building and maintaining deep trusting relationships with clients. Built on the foundation of servant leadership at the core, her framework can help transform your business.”

—Michelle Proctor, SAS



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**SPEAKER
PACKET**

ABOUT

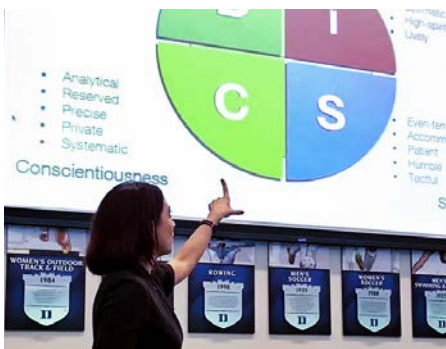


Farnoosh Brock went from electrical engineer and rising leader at a Fortune 100 tech company to a coach, speaker, author, and trainer in 2011 when she started her coaching & consulting company with her husband Andy.

The Serving Mindset framework which Farnoosh developed has helped many businesses and individuals to raise their impact, influence, and income. She firmly believes that changing our conversations from selling to serving can be a unique competitive advantage in business, career, and life.

In addition to her latest book, *The Serving Mindset: Stop Selling and Grow Your Business*, she is the creator of several leadership & advancement courses as well as the author of three health books and a wellness program.

“Farnoosh is an eloquent, polished and powerful speaker. She delivers her message with clear, tangible takeaways and truly captivates the audience.” —Lauren T. Umbdenstock



Farnoosh helps businesses, as well as professionals, engender loyalty, deepen trust and increase sales by shifting their mindset from selling to serving.

With *The Serving Mindset*, a business can stand out against all odds by leveraging a unique competitive advantage which is 100% in their control, that of genuinely serving their prospective clientele. Whether you love or loathe selling, this shift in approach and mindset generates deeper trust and higher profits.

What if you could:

- 1 Change your approach from selling to serving to engender deep trust and loyalty.
- 2 Create consistent high profits without compromising your values.
- 3 Navigate crucial moments in every conversation and always arrive at a win-win.



What You Will Take Away From The Talk

Clarity around the distinction of serving and selling and why it matters greatly toward our desired outcomes

Awareness of limiting beliefs one may hold around selling, closing, overcoming objections in a prospecting call, and creating trust

Understanding the difference between being present versus rushing the prospect, listening versus waiting to speak, defending positions versus truly addressing objections, creating trust versus distance in the relationship, among a few.

Learning why and how to change your mindset from selling to serving.

Connecting with the prospect by adapting one's style and tendencies to match and reflect in a genuine way.

Adopting a new approach to prospecting conversations with the serving mindset.



“Remember, you’re not selling, you are serving; low prices can hurt your business and all objections from your prospective customers build the bridge to deep trust and meaningful relationships.”

—Farnoosh Brock

Talks@Google

TOPIC: The Serving Mindset

SAS keynote speaker at Women Sales Conference

TOPIC: Big Idea - Stop Selling, Start Serving

MetLife TechX inaugural event

TOPIC: The Language of The Serving Mindset: Change Your Words, Change Your Results



SPEAKING

Keynote

45 minutes + Q&A

How You Can Stop Selling, Start Serving and Grow Your Business

In this talk, Farnoosh challenges us to drop our “sales” agendas, whether we are selling an idea, a product, or a service, and instead challenges us to come from a place of genuine serving and curiosity in our next sales conversation.

She shares the how-to, case studies, specific strategies and approach behind adopting the serving mindset.

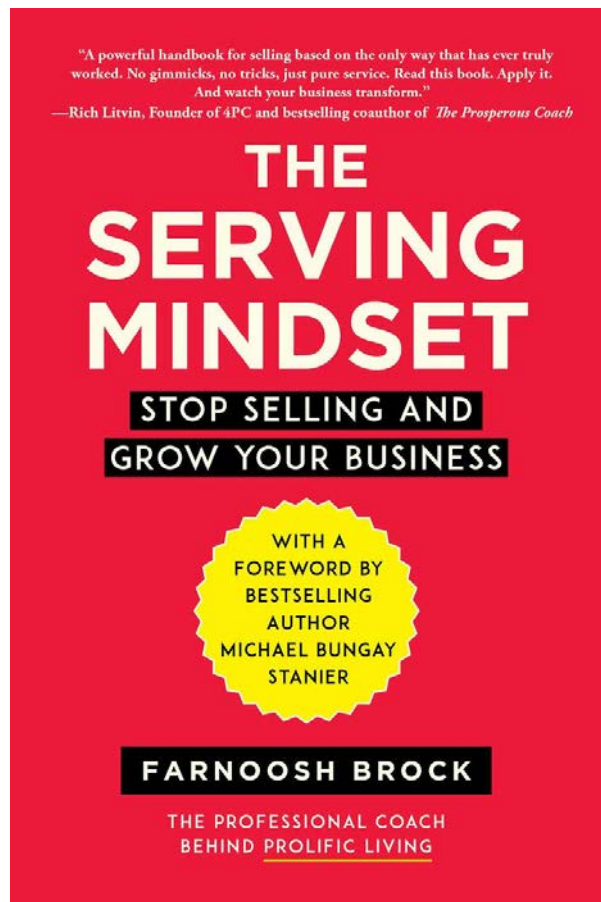
This enables us to achieve deeper trust, higher influence, stronger relationships, and sustainable growth and success.

Free Talk

20 minutes

The Serving Mindset

In this overview of The Serving Mindset, participants will learn how to make a subtle and powerful shift in their thinking about selling and become aware of the most common limiting beliefs that hold them back. They will also learn one actionable step toward their next conversation.



Workshop 1

90 minutes

How to Change Conversations from Selling to Serving, Charge Appropriately for Your Value and Address Objections Effectively

In this workshop, participants will learn how to change the way they approach selling by adopting a serving mindset. This includes learning how to drop their agenda, change their inner dialogue, charge appropriately for the value they deliver to their prospective clients and address and overcome objections in those conversations effectively. This mindset and approach enable you to build sustainable and trusting relationships while increasing your conversion through authenticity and trust.

Workshop 2 (In-depth Study + Exercises)

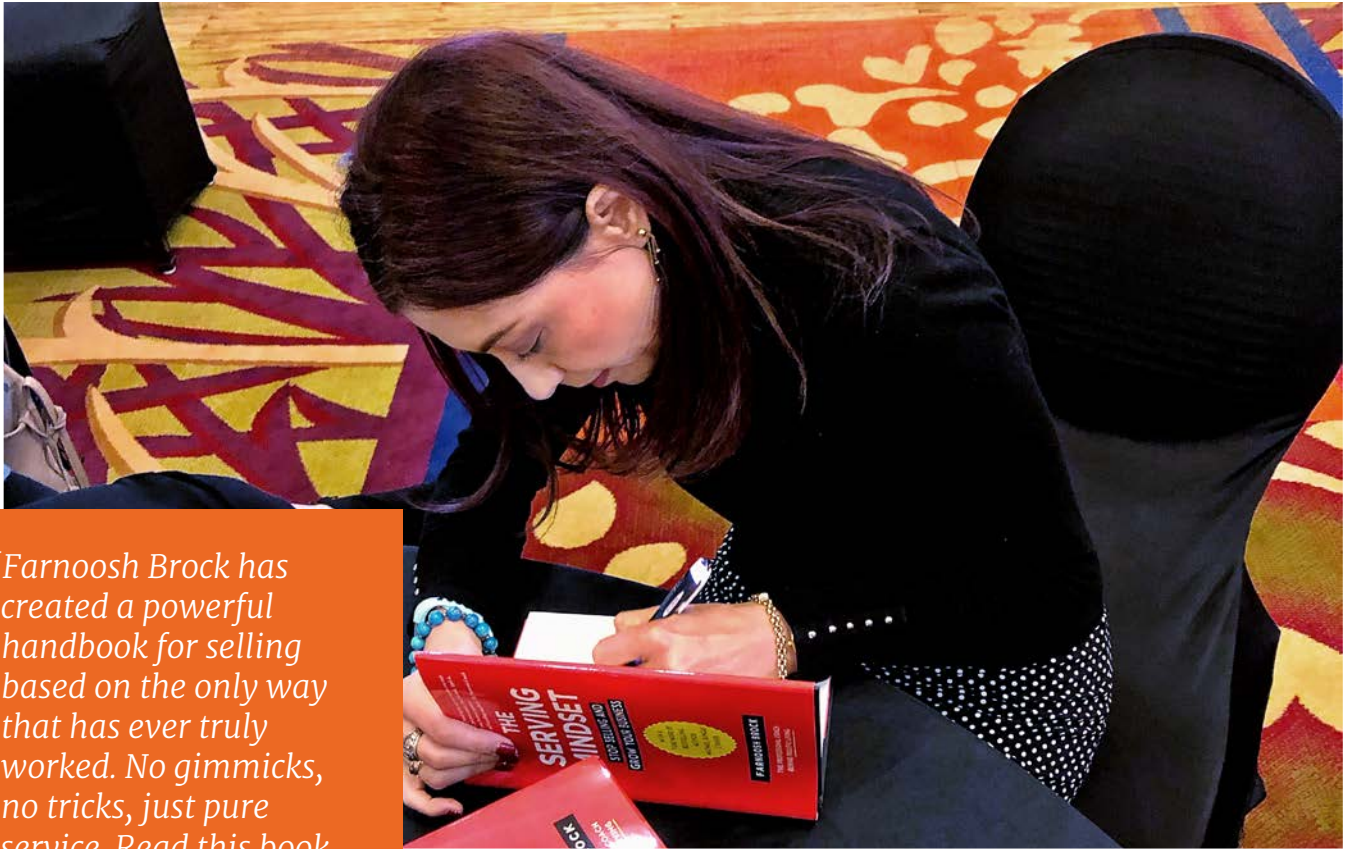
90 minutes

How to Charge Appropriately for Your Services



90 minutes

How to Address Prospective Client Objections Effectively



“Farnoosh Brock has created a powerful handbook for selling based on the only way that has ever truly worked. No gimmicks, no tricks, just pure service. Read this book. Apply it. And watch your business transform.”

—Rich Litvin, Co-Author of
The Prosperous Coach

What Are They Saying

“She was polished in her delivery at her Talks@Google, kept the crowd engaged, and thoughtfully responded to all Q&A. I highly recommend her.”

—Kareem Elsayed, Google

“Radically different than chasing a sale, Farnoosh elegantly lays out how to elevate your business success by caring more, telling less.”

—Dan Miller, New York Times bestselling author of 48 Days to the Work You Love

“Farnoosh has helped me appreciate and trust my team, shed much of my self-preservation stance, and focus on our real goal, which is serving powerfully.”

—Patrick Reynolds, CEO and President of CrossLink Consulting Firm

“Farnoosh Brock skillfully shows how a shift in your thinking can impact the degree to which you serve those you went into business to help.”

—Merrick Rosenberg, author of The Chameleon: Life-Changing Wisdom for Anyone Who Has a Personality or Knows Someone Who Does

“The lessons here go beyond just what it means to flourish as an entrepreneur who sells. They go to the heart of what it means to live a generous, thriving life.”

—Michael Bungay Stanier, author of The Coaching Habit



Stop Selling. **Start Serving.**



Grow Your Business

To learn about booking Farnoosh for your next event please inquire below



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