



# Are you delivering a **KNOCK OUT** punch?

A former Golden Gloves champion and one of the top middleweight boxers in the world, Don Akers will show your people that the tougher it is, the better you'll be!

## Authentic Passionate Fun

**Success is not about winning or losing;  
it's about how you carry yourself through life.**

There are always to going to be opportunities and failures, the key is to see the possible and overcome the obstacles. The tougher it is, the better you'll be. Before they are prospects or customers, before they are bosses or employees, people are people. Treat people like people and they'll consistently help you get the job done. **Don Akers inspires audiences to be more resilient when life throws its punches.**

Don is a former U.S. Amateur Boxing Federation champion and Golden Gloves champion. He competed as a contender for the 1984 Olympic team with more than 70 fights and became one of the top middleweight fighters in the world.

Don combined the lessons he learned in the boxing ring and a degree in engineering with 15 years of sales experience for Fortune 100 companies. He landed a first-ever sole-supplier contract for Union Carbide with Texaco, and he created effective sales models that are still being used around the world.

**"A sense of excitement and feeling of purpose were evident immediately after the seminar... After three months the morale of the company is at an all-time high. So are sales."** Jack Marshall, CEO  
– Altavista Technology.

**DON** Inspiring  
Resilience  
**Akers**

**"Excellent speaker, very inspiring and motivational."**  
Jerry D. Hope, District Manager – IBM

**"Enthusiastic with true feelings. Down to earth with real examples!"** Mitchell Lou,  
Vice President – Morgan Stanley

**"Very inspirational, outstanding message. Our guys needed a high-energy speaker and Don really delivered that and more."** Carole Wiater  
– Kingwood, TX

**"Nice presentation – high energy!"** Darrin Harris, Sales rep  
– Paychex

**"Great presentation! Excellent blend of personal experience with the message!"**  
Mark Tiggeloven,  
Vice President  
– Central Bank



# MOTIVATIONAL KEYNOTE

## Inspiring Resilience

**The tougher it is, the better you'll be.**

*What if your people...*

- felt better about their struggles?
- felt better about themselves and the people they work with?

This truly authentic motivational program inspires people to take action immediately and to create results in their lives. Don combines his experiences overcoming obstacles as a Golden Gloves champion with creating business success and developing resilience regardless of market trends.

## SALES AND MANAGEMENT COMMUNICATION TRAINING PROGRAM

### Are you ready when the bell rings?

*Integrate your nonverbal communication.*

We all know that in sales you must know your customer. However, knowing yourself, who you are, and what you believe is the key to effectively building trust. Don takes his years of studying the body language of an opponent in the ring, combines it with neurolinguistic programming and hypnotic language patterns, and offers a unique look at building rapport and systematic communication to give you a massive advantage in negotiations before the bell ends the first round.

- Know yourself—go inside and align your truth with your actions.
- Project clarity and confidence: The one-two punch of effective communication
- Build trust effectively in the first five minutes
- Learn to speak their language without having to say anything
- Remove relationships from agendas: Mind, body, and voice
- Competently show that you care
- Make people feel heard and respected
- Know when to request action
- Learn to ask for a commitment and make them feel good about it

## TEAM BUILDING PROGRAM

### Winning in the first round—Build teams that can weather the storm and still work together.

Managers need to get real information from the people on the front lines, instead of being told what they want to hear. People need to feel safe enough to contribute without getting complacent. In this workshop, team members learn to:

- Get real—be honest without getting personal
- Separate the work from the attitudes
- Keep what's working
- Take responsibility to change what needs to be changed
- Accept their role as part of the team
- Align their values and work with the rest of the team
- Manage their expectations for advancement
- Make a personal commitment

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**"You are unique among people in your ability to speak from experience. This program was excellent!" – 3M**

**"Your approach to the use of nonverbal communication is really cutting-edge. I made 400 calls in three days and persuaded about 70% of my clients to move quickly." Alan Battles,  
Vice President—Investments,  
– UBS Paine Webber**

**"Your sales training is excellent... We were able to immediately use the techniques. My sales have grown from \$1.4 million to \$4 million a year, with the economy shrinking and the stock market dropping. I am happier, healthier, and more motivated than I have been in years." Paul Copello,  
Vice President – IIR Energy**

## PARTIAL CLIENT LIST

Merrill Lynch  
Union Carbide  
3M  
Texaco  
Denver Writers Circle  
Altavista Technology  
Smith International  
UBS Paine Webber  
US Welding  
Gases Plus  
Praxair  
Dovetail Builders  
IIR Energy  
Photoloff

