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## Sales Acceleration Features And Benefits

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Subject: Here's a rundown of what to expect...

Hi [Name]!

I've gotten quite a few questions about what we'll be working on during the six-week Discover Your Signature Self program. Here are a few notes.

### BIRKMAN ASSESSMENT

The confidential Birkman Assessment has been validated by decades of research and refinement. Various reports help you pinpoint key aspects of your personality so you can use your strengths and work around your weaknesses to get more of what you want out of life.

### BIRKMAN MAP

The Birkman map helps you spot gaps between your natural inclinations and how you show up in the world. When the gap is wide you're probably wasting energy that could be put to better use.

### INTEREST ANALYSIS

The Birkman Interest Analysis analyzes ten areas that typically interest people in varying degrees. Forcing yourself into the molds of others doesn't work — at least not for long. For a happy, productive life you need to go where your natural interests are leading you.

### BEHAVIORAL ANALYSIS

The Birkman analyzes 9 personality components to identify behaviors that work in harmony with your needs when you are at your best. And it identifies how the stress of unmet needs can trigger behaviors that deepen your sense of alienation.

### TRAINING VIDEOS

These resources provide the foundation of knowledge that enables you to make changes that reduce stress and unlock your hidden potential.

### INSTRUCTIONAL WEBINARS

I show you principled methods for deciding how to use your time and how to neutralize conflict at home, work, and within yourself.

#### STRAIGHT TALK WITH DAVE

These are opportunities to get my professional advice on choosing new strategies to produce better results and a more enjoyable life experience.

#### ENERGY CHECK

Imbalance often shows up as depleted energy. This personal assessment tool increases your awareness of the daily choices you make in the 9 critical areas that affect the quality of your daily life. You'll identify tactics you need to change and spot small changes that can help you feel your best and do your best work.

#### CAREER ANALYSIS

The Birkman relates your unique traits and interests to categories of career choices. This helps you see how well or poorly your career choices harmonize with your personality, so you can make informed choices about the direction of your career.

#### CAREER REPORT

This report helps you understand the impact of your career on your family life and personal life. You'll discover which work roles increase your satisfaction — and which can increase your frustration. And you'll be able to create a future with boundaries that are clear and a greater focus on where you can get the most results from additional development and training.

The program has limited seating and is filling up. To reserve your spot, Click [Here](#). [Link to order page]

See you inside,

[Signature]