

# Maximize Your Television Shopping Revenue

with PROVEN strategies from

“TV’s **BILLION DOLLAR MAN**™”

*Recipient of the first HSN LEGEND AWARD*

Bob Circosta, is TV’s ORIGINAL Home Shopping Host and was one of the individuals who helped create the multi-billion dollar TV home shopping industry. Over 35 years, ONE BILLION DOLLARS in personal sales and 75,000 separate product presentations later, Bob is universally acknowledged to be the world’s leading authority on how to sell on-air. Bob is a noted speaker, author, sales trainer and consultant who shares his formula for success in the TV shopping industry.



## Can you afford to gamble away your potential?

*Even great products fail when presented the wrong way.*

You’ve invested heavily. You’ve got the product. Now you have your shot on TV. In a business where you have just minutes to reach your goal, have you done everything you can to help you succeed?

**If failure is not an option, join Bob’s other clients who sell over \$100 Million in products on-air — every year.**

**Get READY to MAXIMIZE your DOLLARS!**

Learn proven strategies used to generate BILLIONS of DOLLARS in sales!

### “HOW TO SELL ANYTHING ON-AIR”

*Even if you hate selling, you’ll love the increased income!*

In ONE DAY of PRIVATE, ONE-on-ONE training  
you will learn Bob’s trademarked “Billion Dollar Formula”.

**At the end of the day you will:**

- Develop the PRESENTATION designed to SELL your product.
- Know WHAT to say and HOW and WHEN to say it to get the phone ringing—QUICKLY.
- Customize the presentation to YOUR personality.
- Use the key WORDS that increase sales in THIS industry.
- Identify WHY people buy and HOW to build your sales.
- Create your introduction so viewers want to hear what you have to say and BUY!
- Be able to create desire in the buyer and generate “DOLLARS PER MINUTE!”
- Practice with immediate feedback so you master your presentation.

*(Due to the individual nature of this training, classes are limited.)*

“If selling was an art, then Bob Circosta would be the modern day DaVinci. Bob’s as good at teaching as he is at selling and helps you succeed on-air.”

Marissa Shipman  
Founder & CEO The Balm

“We found Bob to be everything we were told and more. He showed our guest how to persuade the customer to buy without feeling like she was selling. We would recommend Bob Circosta to anyone... he is the “secret sauce” to a successful show.”

Tracy Holland  
HATCHBEAUTY

“Our collaboration on crafting our messaging has made a positive return on investment.”

Michael Weber  
Assistant VP, Business Development  
L’OREAL LUXE, USA

“I was able to go from NO TV experience to having a Today’s Special SELL OUT! Their experience is invaluable and absolutely worth every penny!”

Melissa Dawson  
HSN Electronics Specialist

**Contact us today to reserve your spot! 727-572-8855**



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