



Mace Horoff is an award-winning speaker and author of *Mastering Medical Sales: The Essential Attitudes, Habits & Skills of High-earning Medical Sales Professionals*, as well as numerous articles and podcasts. Through speaking and consulting, Mace helps individuals, small businesses, and Fortune 500 companies to sell effectively to buyers who sometimes have to make life and death buying decisions or just act like they do.



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Mace Horoff

Keynote Presentation



Killing Complacency: A Funny and Not So Funny Look at Avoiding the Quiet Curse That Harms Businesses, Relationships, and People

Who ever thought someone could have so much fun with a serious subject like complacency? This is a presentation that gets the audience thinking about themselves as they look at complacency in others.

Complacency is a part of human nature and it lives to some extent within all of us. What begins as confidence, in other words, a belief that we are equipped to handle potential risks and situations, can distort into complacency where potential risks are just ignored.

During the presentation, Mace offers both funny and not-so-funny examples of complacency. He emphasizes "personal behavioral awareness" to help people to recognize their own complacency, acknowledge it, and proactively avoid it. The outcome is an intrinsic motivation to preserve those elements from which we derive confidence, instead of allowing that confidence to morph into complacency, arrogance and loss.

Mace is a world class speaker and motivator. He's able to connect instantly with audiences because of his confidence, integrity, and joyful heart. Mace combines the strengths of being able to deliver well rehearsed stories with an incredible "brain to mouth" connection that turns his extemporaneous thoughts into well received words. His sense of humor is extraordinary and a gift many presenters covet. If you want to a speaker who delivers results in an entertaining and memorable way, Mace is your man."

-Ed Lamont CIC, CRM, Founder and President, Lamont Consulting Group, Inc.

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Keynote Presentation

Trashing Conventional Wisdom: How to be More Effective by Not Selling the Same as Everyone Else

The most important thing for sales professionals is to be able to distinguish themselves and their products from the competition. That won't happen if everyone is doing and saying the same old things!

Salespeople love to spout conventional sales wisdom. The only problem is that much of it is so outdated that it's no longer wisdom and no longer effective! During the presentation, Mace analyzes many of the common sales aphorisms with a focus on how they are either misunderstood or irrelevant. The emphasis is on how to appeal to buyers who need more than just words in an economy where many are scared to buy.

This presentation will help attendees to sell more by being able to better differentiate their products along with an understanding of how and why their customers buy.

Fair warning: some of the conventional wisdom being "trashed" could be yours!

Keynote Presentation

Selling When Buying Decisions Mean Life and Death... ...or Not!

Do you ever have to sell to experts—people who know more than you, or at least think they do—who act as if they are making life and death buying decisions and have little interest in what you have to say? How do you deal with these people?

In most businesses, life and death is a metaphor, but in this presentation Mace will discuss the challenges and effective techniques used to sell to those buyers who literally make life/death buying decisions: health care and aviation professionals. Mace has spent 28 years in the world of medical sales and he now helps sales professionals to "get through" to buyers who are experts in their fields.

You'll learn highly-effective methods to engage decision-makers who embrace keeping the status quo so you'll have a better shot at converting their current product or service. Once you understand how to connect with those who place lives at risk when they buy, you'll never look at your prospects or customers the same way again. You may not be selling to people who make *real* life and death decisions, but why not sell to them like they are? It's more effective!

