THE REVIEW HE KEEPS GETTING

> *Terry's presentation was inspiring and uplifting, resulting in a standing ovation by all in attendance.*

Craig A. Forman, CLU, ChFC, CLF
Managing Partner, New York Life

It's not the good days that make or break your people. *The Down Day Decides.*

"The decision to succeed does not happen once.
It happens every single day. In fact, several times a day, by the actions you take and do not take."

A SIGNATURE KEYNOTE BY

Terry L. Fossum

#1 Wall Street Journal and Barnes & Noble Bestseller · USA Today Bestseller · #2 New TEDx Talk in the World · U.S. Air Force Captain & Executive Officer · Winner, Prime-Time Survival Competition · Board President

INTERNATIONAL MEDIA

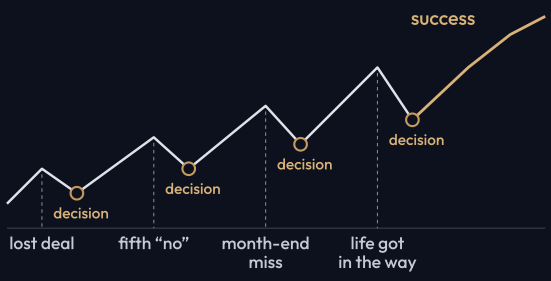
THE WALL STREET JOURNAL. · USA TODAY · FOX · abc · NBC · CBS · hulu · prime video

A KEYNOTE FOR PEOPLE WHO GET PAID ON RESULTS

Sales kickoffs · Insurance & IMO conventions · Financial advisor meetings · Real estate brokerages · Automotive dealer groups · Direct-sales conventions

THE KEYNOTE · THE DOWN DAY DECIDES · 45–60 MINUTES · CUSTOMIZED TO YOUR INDUSTRY

Arm your people for the down day.



Every dip is a decision.

SOUND FAMILIAR?

- **Your top people hit the number. The middle of the board could, and doesn't.** They know what to do. The gap is the call they don't make after a "no."
- **The kickoff high is gone by the first bad week.** A deal dies on Tuesday, and by Friday it's business as usual.
- **You recruit them, train them, and lose them in their first slump.** Every new hire hits a stretch where nothing closes. What they decide in that stretch is whether they stay.
- **"The market's slow" spreads faster than any best practice.**
- **Your managers can see who's sinking.** They need something better to say on Monday than "hang in there."

Terry L. Fossum has lived it. His income dropped by three-fourths overnight, and what he decided that night took him to the **top fraction of 1% of a global industry**. Your people will laugh, some of them will cry, and every one of them leaves with three questions for the day it goes wrong and a signed card: **"If it's a down day, then I will ___."**

A MOMENT THEY WON'T SEE COMING **Footage filmed aboard the International Space Station.**

Life insurance agents who explained setbacks optimistically sold 37% more in their first two years. New hires who scored that way stayed at twice the rate.
— Seligman & Schulman, University of Pennsylvania, *Journal of Personality and Social Psychology*, 1986

Trailer, speaker reel and every detail.
terrylfossum.com/the-down-day-decides

Tell me about your event.
speaking@terrylfossum.com
509-979-4432

Terry L. Fossum

"The best speaker we've ever had."

What the executives and conference directors who booked Terry say.

"As the opening keynote for our Expo, Terry got a standing ovation and set the tone for the entire conference. Without doubt, the best speaker we've ever had."

Conney Edmondson

Executive Director, Central Wisconsin Manufacturing Alliance

"He keeps you engaged from start to finish, and leaves you thinking... WOW, that was awesome."

Richard A. Castleberry, MBA

Director, Full-Time MBA & MS Business Programs, Texas A&M University

"Terry was the single best speaker we've ever had at one of our events."

Adam Hutchinson

Executive Director, Northwest Concrete Masonry Association

"His energy, passion and storytelling style captivated everyone in attendance. Terry is definitely the best speaker we have had the pleasure to hear at this event in many years!"

Adrienne Torre

Past President, Spokane Executive Women's International

"He was awesome! Terry captured the attention and imagination of the audience."

Jeff Phillips

President, Washington Food Industry Association

"Terry's delivery hits with impact and is powerful. He is great for a small group of 10 to 15 or for audiences over 1,000 — I have seen him connect with all of them."

Nathan Ricks

Founder, One Team Global

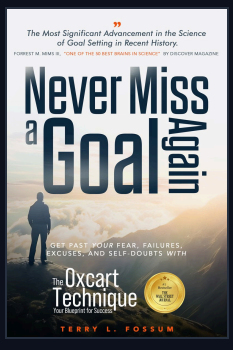
"There are two things: results and excuses. If it's not a result, it's merely an excuse. And success doesn't care what your excuses are."

— TERRY L. FOSSUM

WHO'S ON STAGE

Terry L. Fossum is the author of *The Oxcart Technique*, a **#1 Wall Street Journal, Amazon and Barnes & Noble bestseller** and a **USA Today bestseller**, and its second edition, *Never Miss a Goal Again*. He was a U.S. Air Force Captain and Executive Officer, and he reached the top fraction of 1% in worldwide direct sales.

His TEDx talk on why people miss their goals was ranked the **"#2 New TEDx Talk in the World"** and named **one of the 30 most impactful TEDx talks of this century** by *Los Angeles Business* magazine. Your audience leaves moved, and with a plan for the hard day.



His bestselling book

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