

Insights

From Advantage Performance Group

Useful news that **cuts through the clutter** to help your leaders lead, sellers sell, and business flourish.



It's summertime, and we last published **Insights** in March. What gives? We decided to cut our own clutter and visit you quarterly instead of each month.



Here are our latest **Insights** to help you **stay cool**:

- **Find out your top 10 sales strengths**
Products or ideas, we're all in sales. Do you know your strengths?
- **Attend a Multipliers launch party before they're over!**
Meet up with other leaders in Philadelphia.
- **Puppies, kittens, happy clients!**
Tails are wagging and customers are smiling at VCA Animal Hospitals.
- **Next up: Emotional Intelligence**
It's so hot right now.

Know your strengths

Whether you sell products or ideas, you can't make the most of your strengths until you're clear on what they are. Get a free **Predictive Strengths Indicator** report based on your responses and find out what you're good at.



- **What:** Free talent assessment
- **Time required:** 15-20 minutes
- **Takeaway:**
 - 850 points of data gathered about YOU
 - Your top 10 sales strengths revealed

[Discover my top 10 sales strengths](#)

Join us in Philadelphia

Five cities have experienced a preview of the *Multipliers* simulation, and **one additional venue** is on tap:

- **When/Where:** Friday, **October 7**, in Philadelphia
- **What:** *Multipliers* launch party
- **Time required:** Moments to sign up, half-day workshop+lunch= a great time!
- **Takeaway:**
 - **Meet up** with other business leaders
 - Be among **the first to experience** *Multipliers*
 - Return home **inspired**
 - Get a **free book** if you share a photo on social media



[→ RSVP for a Launch Party!](#)

A limited number of spots are available. We expect this event to fill up quickly.

Healthy pets, happy clients

With **8.6 million pet visits per year**, tails are wagging and humans are smiling more than ever at **VCA Animal Hospitals**.

*"The client experience program developed for us by Advantage Performance has resulted in **measurable gains in client satisfaction, revenue per client, and return visits**. We will continue to partner with Advantage as we cascade this success into other parts of the business."* - Aaron Frazier, VP of Client Experience, VCA Animal Hospitals

- **What:** An Advantage customer story
- **Time required:** 5-minute read
- **Takeaway:** How VCA Animal Hospitals improved their client experience, cute puppies and kittens

[Fetch the story!](#)



What's your EQ?

Emotional intelligence is trending in leadership and business conversations. Do you know *your* EQ? Spend 20 minutes to advance your career and your life by accessing our *free* edition of the BlueEQ assessment to find out how you score.

- **What:** Your EQ
- **Time required:** 15-20 minutes
- **Takeaway:** Your EQ score across 5 skills and 25 dimensions



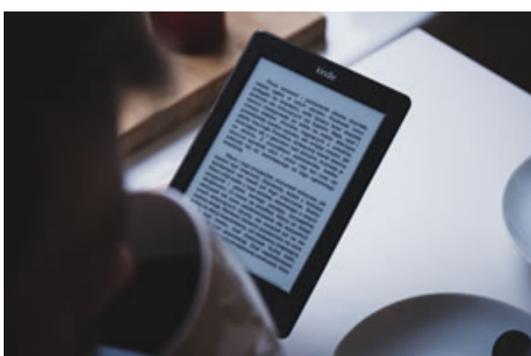
We're gearing up for more about EQ in our next edition of **Insights**.

[Get my EQ](#)

What we're reading

"So that morning in 1962 I told myself: Let everyone else call your idea crazy ... just keep going. Don't stop. Don't even think about stopping until you get there, and don't give much thought to where 'there' is. Whatever comes, just don't stop.

"That's the precocious, prescient, urgent advice I managed to give myself, out of the blue, and somehow managed to take. Half a century later, I believe it's the best advice — maybe the only advice— any of us should ever give."



- Phil Knight in *Shoe Dog: A Memoir by the Creator of Nike*

Thank you for checking out this month's **Insights**. See you in the fall!

The team at Advantage Performance Group

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