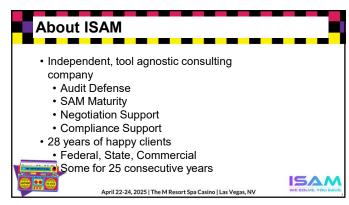
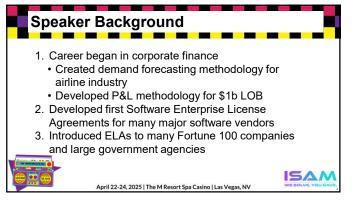
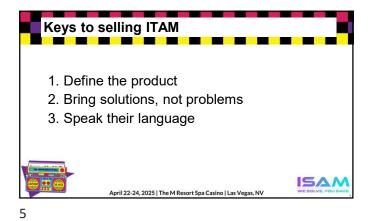


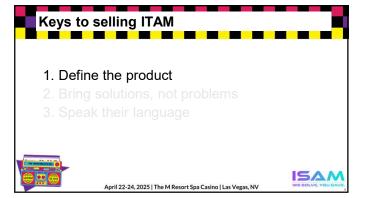
	Michael Swanson	
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organizations		eds of
• 39 years in se	elling ideas to corporate executives	
		ISAM
April 22-24	l, 2025 The M Resort Spa Casino Las Vegas, NV	WE SOLVE. YOU SAVE.



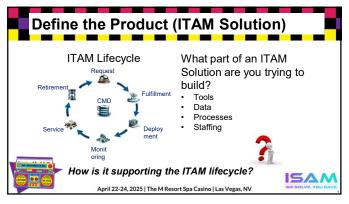




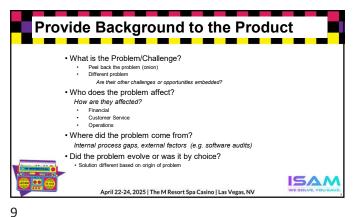


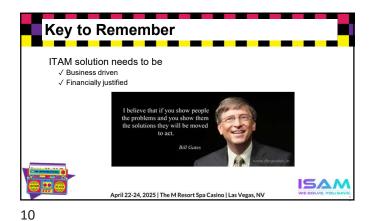










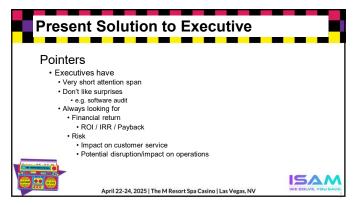


 Keys to selling ITAM

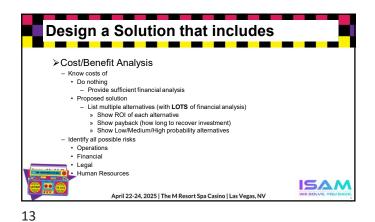
 1. Define the product

 2. Bring solutions, not problems

 3. Speak their language

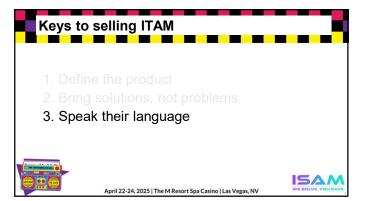




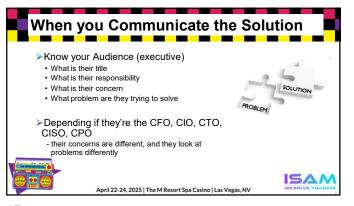




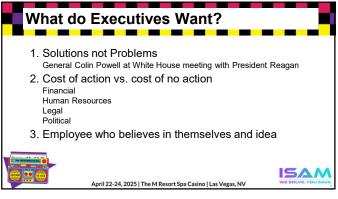


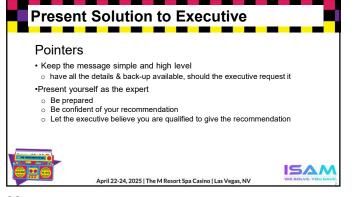




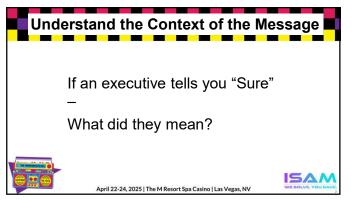














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_	繁璧 Trad ++ 前体 Simp	Pinyin	English
	施氏食獅史	shi shi shi shi	Story of Shi Eating the Lions
	石室詩士施氏.	shi shi shi shi shi,	A poet named Shi lived in a stone room,
	嗜勞, 誓食十勞.	shi shi, shi shi shi shi.	fond of lions, he swore that he would eat ten lions.
	氏時時適市視顯。	shi shi shi shi shi shi shi.	He constantly went to the market to look for ten lions.
	十時, 適十獨適市。	shi shi, shi shi shi shi shi. shi shi, shi shi shi shi shi	At ten o'clock, ten lions came to the market
5	是時,適施氏適是市。	shi shi, shi shi shi shi shi shi.	and Shi went to the market.
6	氏視是十獅, 恃矢勢,	shi shi shi shi shi, shi shi shi,	Looking at the ten lions, he relied on his arrows
7	使是十骑逝世。	shi shi shi shi shi shi.	to cause the ten lions to pass away.
	氏拾是十獅屍, 適石 室。	shi shi shi shi shi shi, shi shi shi.	Shi picked up the corpses of the ten lions and took them to his stone room.
	石室濕. 氏使侍拭石 室。	shi shi, shi, shi shi shi shi shi shi.	The stone room was damp. Shi ordered a servant to wipe the stone room.
	石室拭。氏始試食十獨	shi shi shi, shi shi shi shi shi shi shi.	As the stone den was being wiped, Shi began to try to eat the meat of the ten lions.
11	食時,始識十顎屍.	shi shi, shi shi shi shi shi shi,	At the time of the meal, he began to realize that the ten lion corpses
12	實十石攝屍	shi shi shi shi shi.	were in fact were ten stone lions.
	試釋是事	shi shi shi shi	Try to explain this matter.



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