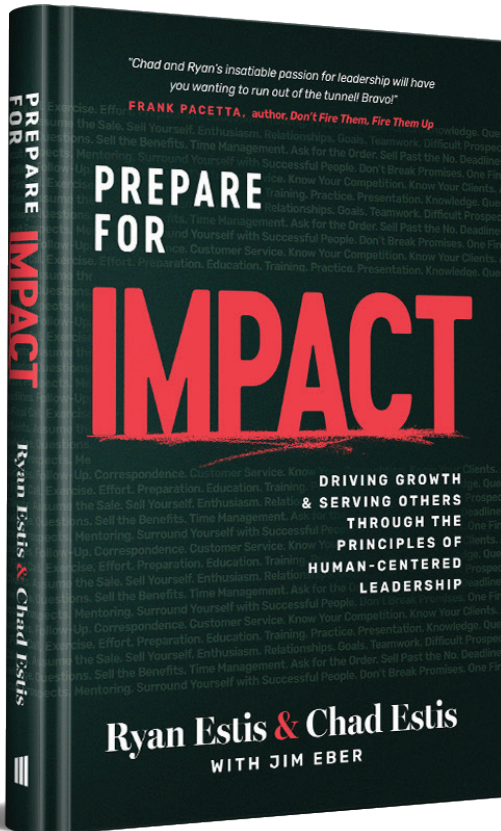


30 Steps to Sales Success

9 Tactics for Human-Centered Leadership

1 Book to Make Work Better



When you separate yourself from the pack and become a top producing salesperson, **leadership opportunities happen.**

But when they do, **are you prepared to lead?**
Ryan and Chad Estis weren't.

Prepare for Impact unpacks the playbook the Estis brothers used to succeed, first by using thirty simple steps to achieve ambitious sales goals and then by following nine tactics that answer the question of how leaders can show up for their teams, help them achieve their potential, and find fulfillment at work and in life.

Today, Ryan is a globally recognized sales and leadership expert, founding partner of ImpactEleven, and keynote speaker helping many of the world's best-known brands deliver growth. Chad leads business operations for the Dallas Cowboys, the most valuable sports franchise on the planet.

Through drive and commitment, Ryan and Chad Estis know how to get results and foster deep connections. *Prepare for Impact* is their entertaining, actionable approach to making your own impact at any point in your career and in turn helping make the world of work a better place.

AVAILABLE
JANUARY 16, 2024

IN AN INTERVIEW, **RYAN AND CHAD CAN SPEAK TO:**

- What they believe to be the most important tools for sales success—and how they have employed these tools in their own businesses.
- What human-centered leadership looks like and why it is important to success.
- How their 30 steps to sales success differ from other business strategies on the market today.

PRAISE FOR PREPARE FOR IMPACT

"An entertaining read full of practical sales and leadership insight that can help you win. More importantly, Ryan and Chad offer perspective on what matters most—family, friendship, relationships, and enjoying the journey with people you respect and love."

—**JESSE ITZLER, entrepreneur, author of *Living With a SEAL***

"In a country thirsty for leadership, Prepare for Impact delivers! Chad and Ryan's insatiable passion for leadership will have you wanting to run out of the tunnel! Bravo!"

—**FRANK PACETTA, author, *Don't Fire Them, Fire Them Up***

"Chad and Ryan Estis offer inspiring and actionable leadership instruction for navigating the era of disruption. In a world where growth and comfort do not coexist, Prepare for Impact provides a play-book for building a high-performance team that delivers results all while supporting the development, empowerment and fulfillment of people. A compelling read and proof that you can effectively manage the dynamic tension between growth and humanity!"

—**GINNI ROMETTY, Former Chairman, President, and CEO of IBM, Co-Chair at OneTen, and author of *Good Power***



RYAN ESTIS is a globally recognized sales and leadership expert, keynote speaker, and co-founder of ImpactEleven, a hyper-growth startup community of thought leaders. A former Fortune 500 Chief Revenue Officer, Ryan has spent his career in the trenches, leading high-performance teams and building a client roster of category-leading brands.

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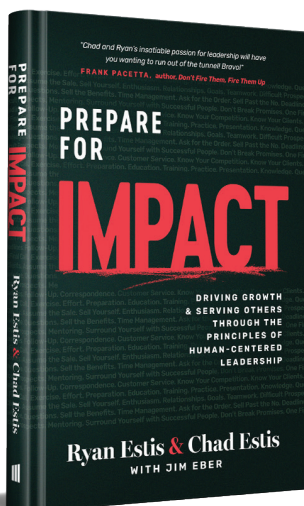
BBC

Forbes

Entrepreneur



CHAD ESTIS serves as the Executive Vice President of Business Operations for the Dallas Cowboys and AT&T Stadium and Executive Vice President for Legends, a global premium experiences company that specializes in delivering holistic solutions for sports and entertainment organizations and venues. Though he's had much success growing teams' bottom lines, the largest impact of Chad's career has been on his people.



AVAILABLE JANUARY 16, 2024

\$28.00 US / \$37.00 CAN

ISBN: 978-1-63755-648-1

Available everywhere books are sold

Distributed by Amplify Publishing, Ingram, Baker & Taylor, American West

Ryan and Chad Estis are available for interviews, features, book events, speaking engagements, and appearances.

To learn more, visit: PREPAREFORIMPACTBOOK.COM

For press inquiries, please contact Heather Jerabek at HEATHER@AMPLIFYPUBLISHING.COM

For bulk purchase inquiries, please contact Jen Miller at JEN@AMPLIFYPUBLISHING.COM