

ATTENTION MEETING & EVENT PLANNERS

Let Top Leadership Speaker, Coach, & Consultant (with over 30 Years of Experience)

Eldonna Lewis Fernandez

Empower, Inspire & Motivate Your Leaders to “Think Like A Negotiator”



“Eldonna shares her 30 plus years of negotiation experience in a format that is useable for every area of your life. Her strategies are easy to implement and understand. Anyone who wants to improve their negotiation ability needs to read this book.”

— Craig Duswalt, *Professional Speaker, Author, Radio Host, and the Creator of the RockStar System For Success.*
www.CraigDuswalt.com

Eldonna's Mission:
“To Inspire Leaders to Create Win-Win Results in Negotiation and Life”



Dynamic Vision International Inc
5405 Alton Pkwy #5A-426
Irvine Ca 92604

“If you're ready to negotiate with integrity, then read, absorb and use the strategies in this brilliant book by my friend Eldonna Lewis Fernandez. I love this book!”

— James Malinchak, *Featured on ABC's Hit TV Show, “Secret Millionaire”*
“The World's #1 Big Money Speaker® Trainer & Coach!” *Founder, www.BigMoneySpeaker.com*



Eldonna empowers, inspires and motivates hundreds of leaders by providing an interactive learning experience.

Eldonna Accepts a Limited Number of Bookings Per Year. Book Eldonna Now For Your Important Event!

Eldonna is Available for All of Your Important Events!

- Keynotes (opening & closing)
- Conferences
- Breakout Sessions
- Workshops
- Leadership Development
- Training
- Retreats
- Onsite Meetings
- Coaching/ Consulting
- Media Appearances

The Ideal Professional Speaker for Your Next Conference or Event!

Call Eldonna Today! (310) 591-9803 • www.ThinkLikeANegotiator.com

5 Reasons Event Coordinators Love booking Eldonna Lewis Fernandez

1. Master Negotiator and Powerhouse Speaker:

From a traumatic childhood and a high school dropout to a college educated, decorated Air Force veteran and master negotiator, Eldonna proves that perseverance and determination are the keys to success and win-win results.

2. Award Winning Author:

Eldonna gives her audiences inspiration and hope by first sharing her personal story. Then she takes them on a learning journey and gives them the keys to unlock the doors to win-win negotiation.

3. Proven Strategies for Success:

Eldonna has negotiated contracts at monetary levels from \$1 to over \$100 million stateside and internationally. Her expertise not only saved the Government hundreds of thousands of dollars, she also saves many people their hard earned dollars and ensures they learn the skills to never be taken advantage of again. She has shown numerous people how to prepare for and execute successful negotiations and improve their leadership skills in their personal and professional lives.

4. 30+ Years of Experience:

Eldonna is convinced your audience will be absolutely satisfied or she will refund your entire speaker investment fee!

5. 100 Free Books:



100 FREE Books
When You Schedule
Eldonna Lewis Fernandez
For Your Next Event!
(A \$2,995 Value!)

A Message From Eldonna!

“Dear meeting Planner: I understand that planning an event is a herculean task. The amount of work you are required to do in a short period of time is challenging. The last thing you want to worry about is the speaker. I make it a top priority to ease your burden on my end. I will handle all my own flight arrangements,



transportation to and from the event and will not need any special equipment. (If you don't have a mic I'll just yell;) I believe there are too many high maintenance speakers in this world. I am not one of them!”

Eldonna Lewis Fernandez

Eldonna's Most Requested Talks

Think Like A Negotiator

Negotiation is simply discussions to agree on a deal. Whether you are negotiating a multi million dollar deal or simply where to meet for lunch, improving your negotiation skills will give you more confidence and better results. In this highly charged, content packed presentation Eldonna will show you how to find more power, negotiate better deals and create win-win results. You will be energized, empowered and educated to be a better negotiator and understand the art and language of negotiation. Your audience will learn how to:

- Be a better negotiator
- Consistently attract the right clients
- Know what to ask for and how to ask
- Understand and Master the art and language of negotiation

Think Like A Negotiator Breakout Sessions

Eldonna uses special techniques and learning concepts to ensure participants will walk away with strategies they will immediately put to use such as:

1. How to prepare in advance for your negotiations to guarantee win-win results
2. How to build unconscious rapport
3. Why everything is negotiable.

Think Like A Negotiator

3 Hour To Full Day Workshops

Take your participants to the mastery level in an experiential learning environment that will solidify lessons, produce immediate results and increase retention 7 times more than traditional lecture style. In addition to the benefits indicated in the other types of talks, Eldonna uses experiential learning and games that will give you:

1. Negotiation strategies to apply to your life both personally and professionally that will create win-win results.
2. Leadership, team building and personal development concepts that will not only make you a better negotiator but also a better individual all around
3. How to build more powerful relationships, increase confidence and make a positive impact whether you are an employee, supervisor, executive or business owner.
4. Experiential learning exercises that are guaranteed to drive the content deep and produce lasting results
5. Fun environment that makes learning interesting and guarantees retention will be much higher than traditional lecture style teaching. Participants will immediately implement learnings in their personal and professional lives.

After Eldonna's Speaks, Your Audience Will:

- Think Like A Negotiator
- Recognize that everything is negotiable
- Build better & more powerful relationships
- Increase Confidence
- Create Win-Win Results
- Know how communication styles affect negotiation
- Have a toolkit of strategies
- Be inspired by her personal story

Visit Eldonna's Website at:
www.ThinkLikeANegotiator.com

Eldonna Lewis Fernandez

Author, "Think Like A Negotiator"

International Speaker • Trainer • Author
Negotiation & Contracts Expert



Content rich, fun, interactive and powerful



Educational, motivational and inspiring



Eldonna is a dynamic speaker that will teach your audience what they need to know about negotiation



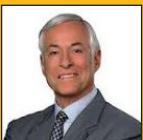
Bring Eldonna to speak to your group for a wow experience loaded with content



Powerful, genuine and inspirational with a wry sense of humor and passionate delivery



One of the most dynamic speakers to hit the stage



"This powerful practical book is loaded with proven methods and techniques you can use to get the best deal every time."

— Brian Tracy, Author-Speaker - Consultant

Event Coordinators Love Eldonna

Eldonna was amazing, she took command of the stage from second one and wowed the audience not once but twice during the Rockstar Marketing Bootcamp in Los Angeles. She did so well the first time that I brought her on stage a second time in her military uniform and she wowed the audience a second time in a totally different way. It was total respect the second time and she commanded the stage again. If you want a dynamic speaker to wow your audience and teach them what they need to know about negotiating or anything else she teaches, you want to contact Eldonna and book her to speak at your next event.

— Craig Duswalt, Professional Speaker, Author, Radio Host, and the Creator of the Rockstar System For Success

Thank you for your participation in the Annual Arizona Military Women's conference held in Phoenix Arizona. The negotiation workshop was well attended and participants learned skills they could use in business negotiations as well as everyday life. The workshop was very interactive and the exercise during the workshop reinforced what the participants learned, made it fun and appealing.

— Gabriel M. Forsberg, Women Veteran Liaison, Arizona Department of Veteran Services

Powerful, genuine and inspirational. With a wry sense of humor and passionate delivery, Eldonna reaches into the heart of her audiences, into the heart of each audience member creating an emotional connection that transcends all differences. Her presentations are both entertaining and enlightening. Eldonna has an incredible way of weaving life lessons into the most entertaining and poignant stories that earn her multiple standing ovations at almost every event. Beyond motivational, Eldonna leaves her audiences empowered and inspired to take on new challenges and create a better, more fulfilling life.

— Star Bobatoon
(former) Program Manager,
Les Brown Enterprises

**The Ideal Professional Speaker
for Your Next Event!**

Imagine how the success of your leaders and organization will skyrocket when you have **ELDONNA LEWIS FERNANDEZ COACH YOUR LEADERS & TEAM TO THINK LIKE A NEGOTIATOR!**

If you could empower, inspire and motivate each person on your team to achieve a higher level of success and accomplishment, how would the overall productivity of your organization positively change?

Award Winning Author, World Class Speaker & Trainer with over 30 years of experience in Negotiation, Leadership and Contracts Management.

Trained dozens of organizations and individuals showing them how to “Think Like A Negotiator” and create their win-win results both personally and professionally.

Creator of the Think Like A Negotiator experiential training program that is fast becoming the go to training for negotiation learning and expertise.

What You Get From Eldonna's Coaching Program

A once in a lifetime training Session for your team (\$10,000.00 Value)



- Eldonna will conduct a specific training session for your team (up to 6 hours)
- A communication assessment to determine how you give and receive information
 - Negotiation and relationship building exercises to enhance team and external relationships and improve negotiation skills
 - Goal achieving session that will teach you how to hit your targets every time
- Personal development foundational principles and exercises to accelerate success personally and professionally
- Confidence building strategies and preparation techniques to ensure your negotiation presentation and any other presentation stands out from the crowd

Bonuses for Hiring Eldonna This Year:

BONUS # 1

Receive 100 Free Books
(Value \$2,995)

BONUS # 2

Free 1 hour webinar on the basics of contracts (Value \$500.00)

BONUS # 3

Three (3) follow up 30 minute pre-arranged calls conducted after the 6 hour training session (Value \$1,500.00)

Bonus Value = \$5,695.00

Total Value = \$15,495.00

“ I am so thankful to Eldonna. Her presentation was great. One thing I walked away with is being on the same page and one of the ways to do that is to get things in writing. Make sure you write it down and you both agree. If I can do that every day I will be a success. Again, thank you Eldonna! ”

— Diane Weklar, Weklar Business Institute

“The Power is in the Work”

“ Eldonna taught me that when negotiations happen it can be stressful so its important to seek advice about areas you're not familiar with and really read carefully the terms of those contracts that you are presented with. One little clause can make the difference in a deal being a great deal or a terrible deal. She also emphasized that its important to make sure the terms and conditions are spelled out to ensure we are both getting the best deal possible. ”

— Alex Van Name, 310 Science-Math

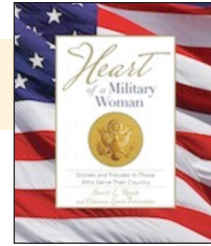
Since you have booked Eldonna Lewis Fernandez to speak. Your group is entitled to discounted prices on the following Resources:



Book:
\$29.95



Book:
\$14.95



Book:
\$16.95

Products	Qty	Price	Discounted Price	Total
Think Like A Negotiator		\$29.95		
GoPINK, Rules of Engagement		\$14.95		
Heart of a Military Woman		\$16.95		

3 EASY WAYS TO PLACE YOUR ORDER

EMAIL: Eldonna@ThinkLikeANegotiator.com **PHONE:** (310) 591-9803
MAIL: Dynamic Vision Intl. Inc., 5405 Alton Pkwy #5A-426, Irvine CA 92604

Payment by: Check Enclosed Visa MC
Credit Card #: _____
Name on Card: _____
Exp. Date: _____
Signature: _____ Today's Date: _____

Money Saving Ideas For Utilizing The 100 Free Books Available To You!

1. REWARD those who have helped your group by giving them a FREE autographed book.
2. INCREASE ATTENDANCE by advertising that the first "x" number of people attending the event receive a FREE autographed book.
3. DOOR PRIZES: Give the books away as door prizes.
4. BOOK SIGNING: Advertise that Eldonna Lewis Fernandez will be autographing books after the event to increase attendance.
5. RAISE MONEY FOR YOUR GROUP by selling the books at the event for the full retail price.
6. INCREASE EVENT VALUE by incorporating the cost of the book for every participant into the registration fee (you've already received 100 for FREE).
7. SPECIAL AUTOGRAPH SESSION: Eldonna will conduct a special autograph session to sign all of the books at no cost!

Your Special Bulk Discount on Any Product Combinations

QTY.	DISCOUNT %
20	10%
50	20%
100	25%
150	30%
200	40%
250+	50%

Shipping & Handling Charges are additional. Please call for rates.

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ADD VALUE AND ENHANCE YOUR EVENT. ORDER TODAY!

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Visit: www.ThinkLikeANegotiator.com



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Author, "Think Like a Negotiator"
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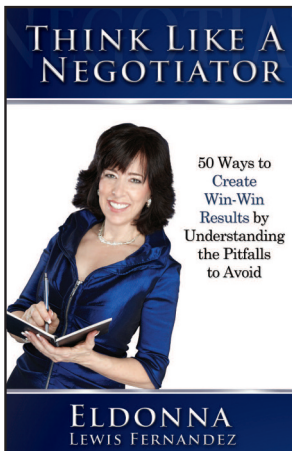
Eldonna is a retired Air Force veteran with 23 years of honorable military service. She is a negotiation and contracts expert with over 30 years of leadership, contracts management and negotiation experience. She has negotiated contracts from \$1 to over \$100 million both stateside and internationally. She was deployed to the Middle East after 9/11 and has years of experience in foreign acquisition. She is a subject matter expert in the Contracting Career Field and has developed and taught courses on Contract Claims, Negotiation and other aspects of Contracting. She was selected for an assignment to the White House Military Office in 2002. She has 7 years of extensive experience working for defense contractors in the Aerospace Industry. She holds a Top Secret security clearance and has been a trusted agent of the U.S. Government for over 30 years.

Eldonna is the CEO of Dynamic Vision International Inc a training and consulting firm. She specializes in training people how to think like a negotiator by creating win win results and understanding the pitfalls to avoid. She is an international award winning speaker and an award winning author.

Eldonna is author of *Think Like A Negotiator, 50 Ways to Create Win Win Results by Understanding the Pitfalls to Avoid*. She is also author of the *GoPINK Rules of Engagement 5 Foundational Principles for Taking Control of the Handlebars of Your Life*. She is co-author of the award winning *Heart of a Military Woman* and contributing author in 4 other books.

Eldonna's education includes an Associate of Science degree from the Community College of the Air Force in Contracts Management and an Associate and Bachelors of Science degree from Park University in Business Management. She is a certified Level III in the Acquisition Professional Development Program in Contracts and certified in Neuro Linguistic Programming (NLP), as well as a Certified Coach and Consultant.

More Than A Book!



These strategies are being used by:

- **Individuals:**
As their blueprint for leading themselves and others.
- **Organizations:**
As their blueprint for Creating Successful Winning Organizations!

What Others Are Saying:

"One of the most dynamic speakers to hit the stage."

— Greg Reid, Author, Speaker, Filmmaker

"Eldonna rocks the stage. She can speak, she has an amazing Think Like A Negotiator Program and I highly recommend her for your next event."

— Loral Langemeir
Millionaire Maker Live Out Loud

"It was wonderful having you. Standing room only packed room for your breakout session on negotiation and the most people to attend a session out of our 24 breakout sessions! You really stood out and attracted people to your class, and gave our event the touch if class that made it special."

— Bob Dietrich, District 5 Toastmasters
Speakers Bureau Chair

"Not only was Eldonna's presentation educational, it was motivational and inspiring. Our participants walked away with strategies to use in their business and inspiration for their lives. We had one of the largest turnouts for our meeting and will definitely bring her back. We have also referred her to many of our partner organizations."

— Angela L.H. Sayers, CPA, MBA, PROFS Chair, Torrance
Area Chamber of Commerce

"Eldonna was a featured speaker at my three-day How to Speak and Market Like A Pro Bootcamp. She was the final speaker on the final day. As we all dread, technical difficulties haunted the prior speaker, so her program started late, causing the audience to stay to hear Eldonna's presentation. They remained glued, engaged, and energized throughout the last afternoon presentation. She held both their attention and their interest. Attendee feedback was incredible and positive. Bring Eldonna to speak at your event – for a WOW experience – loaded with content!"

— Sheryl Roush, President/CEO Sparkle
Presentations, Inc

"I've had the opportunity to be a part of the training program offered by Eldonna on negotiations and it was absolutely brilliant! These are the types of resources that all women need to be successful."

— Michelle Patterson
Founder & CEO, Women Network Foundation

**To Check Availability,
Contact:**

(310) 591-9803

Email:

Eldonna@ThinkLikeANegotiator.com

www.ThinkLikeANegotiator.com

Book Eldonna Today!