



Everest Base Camp Trek 2010

Have you always dreamed that you'd climb Mount Everest one day? Phil and I are returning to the mountain that means so much to us, and you're invited to come along. We'll be there March 30 to April 18 leading a base camp trek with Phil's guide service, IMG, and we've got a limited number of spaces for friends and fellow climbers. You can get a taste of what a Mount Everest expedition is all about at the [International Mountain Guide web site](#).

If you can't make it, we invite you to follow along on our blog: <http://susanershler.blogspot.com/>

Personal Best, Professional Best

I learned an important, simple truth from our quest to reach the top of Everest: to achieve something that seems impossible, you've got to first set the goal, then prepare, then keep going until you get there. My husband Phil and I were the first couple to climb the Seven Summits not because we were superhuman, but because we were humans who kept going. I believe that's what achievement is made of. Personal and professional successes go to those who show up and do the work - until they reach their goals.

Here's the way I remember it: Project, Prepare, Persevere®.

Giving Back

[Crohn's & Colitis Foundation Award Luncheon](#)

I'll be speaking at this fundraising luncheon on April 27, 2010 in Seattle, Washington, to benefit Crohn's and Colitis research.



[Making Dreams Come True for Girls in Nepal](#)

Through our expeditions to Everest, we became aware of the needs of young girls in Nepal, where prostitution trafficking is all too common and funds for education and health expenses are scarce. We partner with the American Himalayan Foundation (AHF) which sponsors over 6,000 girls to attend Himalayan schools each year through The Rural Health Education Services Trust (RHEST) program. A portion of the proceeds from every Ershler keynote is donated to support these girls.

Personal Best Tips

Having climbed Mt. Everest, I'm always asked, so what's next? I decided to pursue a new personal challenge, my first fitness-figure contest, at age 53.

Over a period of 7 months I reduced my body weight by 15 lbs and body fat to 7.7%. On April 17th 2009, I reached another summit: amid the loud cheers of my family and friends, I took 1st place in the Over 50 Figure Class at the Emerald Cup Championships in Bellevue - proving that age is not a barrier to reaching your goals and beyond!



1. Project your future and develop a very clear vision of where you need to go. A photo of a healthy fitness contestant is taped to my desk at work where I can see it and focus on it every day.
2. Prepare a plan. I pulled a plan together including expert resources in the fitness world for training, nutrition and posing - they are my team.
3. Persevere. At the beginning of this process, I had a great deal of hip pain and was advised to severely limit all workouts. Today, I am training six days a week virtually pain free. Never quit; find a way to make it work. You are never too old!

Professional Best Tips

During my telecommunications career, I climbed the corporate ladder from Customer Trainer to Regional Vice President (RVP). As RVP, I led national sales and service teams focused on providing Advanced Broadband Networking Solutions - representing \$600 million in annual revenue. We grew revenue for 15 consecutive years, and achieved between 120 and 200 percent of objective for 13 of the 15 years, earning 11 Annual Presidents Club awards for top sales performance.

1. Project your future and develop a very clear vision of where you need to go. I visualized my team blowing away all objectives and as the top performing team in the corporation.
2. Prepare a plan. We formulated a strategic plan every year based on current market conditions and followed this roadmap to the top.
3. Persevere. Whenever we encountered a "no" internally or externally we worked harder to communicate our value proposition, relentlessly pursuing our vision until we achieved success.

Quick Links

[Visit our website](#)
[Buy the book](#)
[Contact me to discuss your event](#)
[Contact Michele to check a date](#)

[Join Our Mailing List](#)

What I'm talking about this year



Photo taken at the HP & Avnet Partners Summit, Feb 2010

Fit for Business

How do you achieve your dreams in both your personal and business life - especially the ones that seem impossible? In my talks, I share my road-tested methods for combining a demanding job with a fulfilling life, while still achieving all that you desire.

Seven Summits of Sales™: "We don't climb alone, and we don't sell alone."

Before I started climbing mountains I climbed sales 'summits' for over 20 years, culminating in \$600 Million sales goals as a Vice President in Sales. My mission is to help others avoid the crevasses and achieve their professional and personal dreams. This talk focuses on the particular challenges of sales teams with stretch goals to meet and how to help them reach the top year after year.

Reaching New Heights™: Everest & Beyond (My Signature Keynote)

When Phil and I stood on the top of Mount Everest in 2002, it was the realization of a dream that had begun more than a decade before. Illustrating my talk with slides and stories from our climbs of the highest mountains on each of the seven continents, I help audiences discover how to set impossible goals and reach them despite the odds.

About Susan Ershler

As the fourth American woman to climb the Seven Summits, with over 20 years in Fortune 500 sales leadership positions, Sue has inspired thousands worldwide with her captivating keynote speeches over the last eight years. The key to her success? She focuses on her client's success first.

Susan Ershler
International Speaker, Former Corporate Executive, Co-Author,
Mt. Everest & Seven Summit Summiteer
www.SusanErshler.com
425-889-2333

Ershler International