

CREATING A WORLD CLASS SERVICE SELLING EXPERIENCE PRESENTATION

What the presentation will cover with your team...

1. Progress - What has Changed with Your Customers ...

- Overview of the current buying trends customers are taking into your marketplace.
- Explanation of the business evolution process

2. Creating Exceptional Service Selling Strategies...

- The 3 elements to building a successful selling business.
- Review your sales and service process to determine areas for improvement.
- Develop strategies for personal success.
- Traditional service versus *exceptional* service.
- How to differentiate yourself in your marketplace.

4. Master Your Market Place by Identifying Key Target Segments...

- Develop a list of current key target groups and potential target groups.
- The participants will review the prospects that make up their key target segments to determine if they are working in the right market-place.
- Selection criteria for prospects in each market segment.

3. Analyse the Selling Skills of Each Sales Person...

- Review the strengths and weaknesses of each individuals' selling skills.
- Develop action plans from the selling analysis.
- Review areas where individuals' sales skills can be improved.
- Review individuals' personal selling cycle and process.

5. Twenty Ways to Build Client Loyalty in Your Business...

- How to add value to the selling transaction.
- How to resell the benefits of your service, your product and yourself.
- Establish a business loyalty program for the next 12 months.
- Define the ways to establish strategic alliances with other service providers.

6. Finalise a Personal Strategy for Customer Service and Sales Improvement...

- The participants have the opportunity to put together a specific 30 day strategy that they are committed to implementing.

How We Create Lasting Results for You...

Here at People Pursuing A Passion we use unique adult learning principles and 'action oriented' strategies to ensure that your team *will* implement what they have learned when they return to work. Instead of lecturing your team, we involve them in the learning process by doing activities, so the information 'sinks in' much better. Each team member then takes ownership of what they've learned, and they also learn from each other in a creative, thought-provoking and fun environment.

7. Closing Comments, Feedback & Presentation Review...

- Introduce the 12 month follow up program to assist the participants back on the job.
- Discuss the support initiatives we have in place to add them in their businesses.
- Delegate feedback and closing comments.

YOUR CONFERENCE INVESTMENT ...

Your investment in this presentation includes the following 3 components which will guarantee the success of your conference presentation, is...

\$5,000.00 + 10% GST

WHAT YOU'LL RECEIVE

PRIOR TO THE PRESENTATION—Prior Planning Prevents Poor Performance

- Presentation design and industry research
- Production of a comprehensive master handout
- Meeting or Tele-conference with the workshop organiser
- Conduct session questionnaire with key workshop participants

THE PRESENTATION—Stimulate, Involve, Provoke and Entertain

- Full Multi-Media presentation
- Professional workshop presenter for the workshop session
- Highly interactive & stimulating **1 hour presentation**
- Provide all workshop resources, activities & props
- Hire of complete Multi-Media projection system
- ***Procrastinator Eliminator*** - goal focusing card set

POST PRESENTATION—Personal Support for 12 months

- Provide personalised feedback to the conference organisers
- 12 month telephone and e-mail contact with Keith to answer questions and queries

ADDITIONAL PRESENTER COSTS...

Additional costs not included in the workshop are the cost of providing me with return economy airfare from Brisbane to your conference venue, taxi fares, car hire if necessary, single accommodation, soft drinks and meals while I am at your conference. The materials you will need to enhance your participants learning are detailed on the following page...

YOUR NO RISK 100% MONEY BACK GUARANTEE

We guarantee every one of our workshop programs with a 100% Money Back Guarantee, so you have peace of mind knowing that you are not only getting great value for money, but also a positive result that will have an impact on your bottom line. Our guarantee is simply this: ***If you are not totally happy and delighted with the result or outcome of this workshop—we will refund your money in full!***

MY SERVICE COMMITMENT TO YOU...

PRIOR TO THE PRESENTATION I WILL:

- Be available to discuss the presentation outline with you prior to the conference.
- Send to you in advance my travel itinerary, audio-visual requirements, personal introduction, photos and any additional marketing material.
- Have a specific plan to accomplish your key conference objectives from my presentation.
- Interview key people within your organisation as part of my research process.
- Coordinate with the set-up crew in advance to ensure my logistics fit your overall agenda.

DURING THE PRESENTATION I WILL:

- Interact with the audience and involve them through questions, a show of hands, eye contact and exercises.
- Stimulate, involve, inform, provoke and entertain your conference audience.
- Relate my key points to your people and your organisation and use creative learning techniques so the audience will remember the key points.
- Use PowerPoint slides, audio and video clips to enhance the look, feel and impact of my presentation.
- Allow for questions and comments from the audience during the presentation.
- Stick to my timeframe and adjust if necessary to ensure your agenda stays on track.

AFTER THE PRESENTATION I WILL:

- Stay around after the presentation to answer questions or hear comments.
- Check out and depart with minimal effort to you.
- Itemise my expenses, provide receipts and bill you promptly after the speech.
- Discuss with you strategies to continue the impact of my message after the presentation.
- Reinforce the key messages for 12 months through articles and e-mails.

TAKE THE TIME TO HEAR WHAT SOME OF OUR CLIENTS HAVE TO SAY...

“Thank you for the contributions you made to our recent Management Development meeting. Your session was very well received. The group was particularly impressed with your interactive delivery technique and have commented that you were attempting to work with them through the issues and not lecture them on how to address the issues. I think this is something all too rarely done.”

Tony Hartley, National Business Development Manager, Mercantile Mutual (02 9234 7305)

• • •

“Keith has made presentations at our National Franchisees Conference and to Queensland Franchisees and their key staff, and on both occasions his presentations were sharp, witty and importantly relative to critical aspects of our business. His power-point presentations connected strongly with his personal approach to our team members.”

Robert W Morgan, Director, SPORTSCO (07 3290 4599)

• • •

“Keith has shown us how to add value to our customers in such a way that it turns them into loyal advocates.”

Rhonda White, Executive Director, Terry White Group (07 3221 6888)

• • •

“The conference Workshop was extremely successful and the feedback received has exceeded all expectations. Keith is an exceptional speaker who is able to motivate and capture his audiences using a variety of innovative styles and methods. Keith is both an inspirational individual and a skilled professional who has certainly developed the respect of many employees in our Company. We all look forward to working with him in the future.”

Judy Fenton, Human Resources Manager, Collins Foods International (07 3252 0955)