

Business Development Presentations

For executives and professional staff



Schedule an informative, intelligent and inspiring presentation to be given at your business or conference location. Our presentations are content-rich, memorable and cost-effective.

CORE TOPICS:

- **SMART MARKETING YIELDS BETTER SALES**

Marketing is a lot like gardening ... plant the right seeds at the right time in the right location, fertilize with sales calls, and you'll have a bountiful harvest of new clients and repeat business. Learn which marketing tactics work for your industry. While no one tactic can do it all, we'll discuss how a winning combination of tactics will yield better results. Content is customized to your profession.

Audience: *Senior associates in professional service companies (accounting, law, recruitment, financial services, insurance, engineering) and related associations*

- **OPTIMIZE YOUR ONLINE BRAND**

What's your strategy for blogging, tweeting, "friending" and linking to points of interest on social media? Capitalize on these low-cost tools to create greater awareness of your professional service. Spread your message virally. Content is continually evolving online and you must keep up or be trampled by more savvy marketers.

Audience: *Associations, small business owners and professional service companies*

- **ORGANIZATIONAL CHANGE**

Change is a dynamic that requires action. How will your staff adapt? We offer presentation coaching and delivery, whether your leadership communicates the key messages or we present them. We can inform and motivate those who will be implementing change or will be affected by it.

Audience: *Professional staff, employees, associates and others affected by organizational change*

- **WRITE REPORTS & E-MAILS WITH EASE**

Save time, save money by efficiently and effectively writing reports and e-mails.

Learn how to present essential information in a clear, comprehensive and compelling manner. Our approach will help your staff complete reports faster, with less stress. We'll discuss how to make the report flow with a beginning, middle and end. By pointing out common grammatical errors, your staff will be able to produce winning reports. Our e-mail primer will help cut down on rambling, off-target e-mails. We'll advise on the "dos and don'ts" of cc, bcc and forwarding e-mails.

Audience: *Professional staff, small business owners, sales staff and others*

Inquire about costs. We can create or customize a presentation based on the unique needs of your company or association.

Seminars/presentations