

**“You masterfully engaged a tired group by clearly articulating key marketing concepts.”**

*J. Mara DelliPriscolli, President*

## POPULAR PROGRAMS

### HOW TO NEVER WORRY AGAIN ABOUT FINDING NEW CLIENTS

#### Program Description:

There is no magic formula here. Sales today involves a three step formula consisting of (1) getting into the right position, (2) making a appropriate contact, and (3) following through consistently.

In this program sales specialist Mike Marchev will show you how to take the stress out of selling by following a proven series of steps that can virtually guarantee your success.

#### Topics of Interest:

1. Lead Generation
2. An Effective Prospecting Strategy
3. A Reliable Follow-Up Strategy
4. 10 Selling Mistakes To Avoid At All Costs
5. Client Maintenance and Protection

#### Key Points:

- How to position yourself in the eyes of your prospects
- How to prepare lead generation documents that work
- How to design an effective referral system
- How to get more prospects to contact you
- What your number one priority must be without exception
- How to write an effective sales letter
- How to avoid *persistence* turning into *annoyance*

*These programs can be delivered as a Keynote Address, a half-day seminar or a full-day workshop.*

### HOW TO TURN THAT ONE TIME BUYER INTO A LIFETIME CUSTOMER

#### Seminar Description:

More than an overused buzz word, customer service is fast becoming the decisive factor in consumer choice.

In this program sales and customer service specialist Mike Marchev will show you how to (1) build lasting customer relationships, (2) improve employee involvement, and (3) identify areas of concern which when handled appropriately will result in a thriving customer-oriented employee driven organization.

#### Topics of Interest:

1. Taking Your Customers Service Pulse
2. Developing Effective Service Skills As a Means For Company Survival
3. Deploying Customer Service As a Sales Strategy
4. Avoiding “smile-training” As Your Way of Going To Market
5. Customer Service Strategies That will be Noticed And Appreciated

#### Key Points:

- Learning what customers really want? Expect? Enjoy? Resent?
- How to make empowerment work
- Getting your staff to buy into the customer service philosophy
- How to effectively handle complaints
- 10 tips to ensure long-term customer satisfaction and retention
- How to benefit from the power of recognition
- A 10 step blueprint for world class service