

Selected Workshops/Key Learnings

We offer ninety-minute, half-day, one-day and two-day workshops that focus on driving same store sales, improving employee satisfaction, maximizing customer retention and ensuring operational excellence. All workshops are custom designed based upon the unique needs of our Franchise System clients and the markets that they serve. Selected workshop topics (in alphabetical order) include:

Avoiding the Five Fatal Flaws of Management

- Unclear/Inconsistent Communication
- Failure to Acknowledge/Manage Change
- Not Assessing the Readiness of Team Members
- Failure to set Clear Goals/Expectations
- Poor Time Management

Becoming a World Class Entrepreneur

- “Boss” versus “Leader”
- The 5 “P’s” of all Successful Strategies
- Building a High Performing Team
- Getting your Team to Reach Their Full Potential

Coaching for Optimal Performance

- Management Styles
- Situational Leadership
- Managing the Difficult Employee
- Developmental Coaching

Creating a Productive Selling Zone[®]

- Profile your Best Customers/Generate Referrals
- Minimize/Eliminate Potential Sales Objections
- Sell Effectively to Different Types of Buying Behaviors
- Use Email Marketing to Expand your Reach

Delivering Customer Service Excellence

- Characteristics of Great Service Companies
- Ten Most Common Service Mistakes
- The Basics of Customer Service
- The Golden Rule of Service

Driving Same Store Sales

- Franchising Success Formula
- Local Area Marketing
- Recruit/Keep your Best Employees
- Deliver Customer Service Excellence

Employee Retention...your Key to Success

- The Five Fatal Flaws of Management
- The Three "R's" of Turnover
- Sourcing the Best Candidates
- Behavioral Interviewing

Managing the Outside Sales Rep

- Sales Management "Best Practices"
- Hiring the Right Person...in the First Place
- How to Compensate the OSR
- Productive Selling Tools

Playing to Win

- Establishing Mission, Vision and Values
- Establishing a Unique Value Proposition (UVP)
- The Keys to Selling in Today's Economy
- Leveraging your Marketing Pyramid

Proven Prospecting Techniques

- Buyer-Based Research Data
- Establishing Individual Success Formulas
- Profiling your Best Clients...Finding More that look like Them
- Generating Referrals

Sales and Marketing Excellence

- Selling in a Tough Economy
- Managing/Motivating Employees
- Radio Station WIIFM....Market Messaging
- Making Time Work for You

Sharpening the Axe

- Establishing Key Performance Indicators (KPIs)
- Setting Daily, Weekly, Monthly and Quarterly Goals
- Inspecting what you Expect
- Personal/Professional Development Skills

Starting/Growing Your B2B Business

- Identifying the Right B2B Vertical Markets
- Networking (Where/How)
- Establishing the Right Market Messaging
- Creating a Decision Change...Getting the Buyer to Buy

The Secrets to Customer Retention/Up-Selling

- The Up-Selling Success Formula
- Influencing versus Selling
- Positioning your Unique/Exclusive Products
- Selling to Different Buying Behaviors

Thriving in a Changing Market

- Organic Marketing
- Paid Advertising
- Database Marketing
- National Advertising Fund/Regional Co-Op Advertising

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