



## Available Topics for Speaking Engagements

Whether you're looking for a **motivational speaker**, **keynote speaker**, or **breakout session leader** for your next event, we can help!

We have designed many effective presentations to educate and motivate professionals. Below are a number of topical areas we have available to deliver. Contact us for further details on the topics, styles and lengths of the presentations or to discuss creating a presentation specific to your group.

### Strategic Marketing

This presentation is designed to expand your understanding of marketing, marketing leverage, the importance and techniques of keeping your current customers, how to win new customers and methods of increasing the size and frequency of sales. It is also important to understand when and how to say “**No**” to a customer. We will discuss these and more topics under Strategic Marketing.

### Strategic Selling

Getting and keeping customers is the life blood of any business. The focus of this presentation is about the importance of identifying ways to make your business more effective at selling while also identifying how to improve your personal selling effectiveness. It is important to not only have a proper selling mindset, but also to have a definitive selling process. In this presentation the **READ** methodology of selling will be discussed.

### Leadership Leverage

Understanding the definition and importance of effective leadership is the first step in becoming a leader yourself. By attending, you will better understand the capabilities needed for effective leadership, the importance of creating, communicating and implementing your vision, how to gain focus on key initiatives and how to engage and **empower your employees** to give and grow to their full potential.

## People Management

Knowing how to be an effective manager of your employees starts with understanding who you are and how to be a **Strategic Business Owner (SBO)**. Topical areas of discussion include walking the talk, knowing what employees really want, gaining commitment and accountability, hiring and firing, and avoidance of micromanagement.

## Sales Coaching for Professionals – Selling More!

The objective of this **full day retreat** is to help professionals sell more. The workshop includes gaining comfort in selling, using some simple sales systems and techniques, practicing your skills, relationship management, 90 day goals, accountability in achieving results and much more.

## Facing Reality – Becoming Focused, Effective & Strategic

Facing Reality is one of the hardest things for a business owner to embrace. Critically asking and answering the tough questions about yourself is not an easy task. In this presentation we will challenge you to wake-up to reality, thinking about why you went into business in the first place, the key challenges in your business and/or life, rating yourself as a Strategic Business Owner, **your ultimate business goals**, and much more.

**Contact us to schedule John to speak at your upcoming event!**

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