

Warning: Poor Communication and People Skills are Hazardous to Your Bottom Line!

- Average Employee loses 7 weeks of productivity every year because of troublesome and unresolved communication issues.
- Upwards of 75% of employees who leave their jobs do so because of communication and relationship issues with their boss and/or fellow employees.
- 68% of customers leave a business/organization because of an attitude of indifference by the owner, manager or employee.

This is Costing Your Organization a Fortune!

"Whatever is broken in your organization can't be fixed until your employees are."
~ Marcus Buchingham, author, *First Break all the Rules*

Arnold Sanow, MBA, CSP (*Certified Speaking Professional*) and author of 5 books to include, *"Get Along with Anyone, Anytime, Anywhere... 8 keys to creating enduring connections with Customers, Co-Workers - even kids"* will work with your company or organization to:

- Transform Groups into Teams
- Turn Managers into Leaders
- Create a Customer Care Culture
- Increase Customer Loyalty and Retention
- Boost Communication and People Skills to Build Rapport, Relationships, and Connect with Customers and Co-workers
- Build a more Positive, Productive, and Profitable organization

Arnold is a communication/people skills/organizational development expert who speaks. He has delivered over 2,500 easy to understand, entertaining, interactive, real life, how-to, non-boring and highly informative keynotes, seminars, workshops, retreats and facilitations to more than 500 different companies, associations, and governmental organizations. He is the author of 5 books, frequent guest in the media, and a former adjunct professor at Georgetown University. In addition over 90% of his clients hire him again.



If you want more than just another rah-rah rally, more substance and less hype with answers, strategies and solutions you can use... **NOW!**

Contact Arnold Sanow at **703-255-3133** or speaker@arnoldsanow.com • www.arnoldsanow.com

TESTIMONIALS:

What a quality presentation! You couldn't have done better for us if you had planned years ahead. The quality, attention to detail and preparation were right on the money!

~ Ron Davis, CSP,
Chairman of Security Associates

Thanks for a great job. You were on the mark and your efforts to tie your subject to our business enabled our people to get more out of the presentation. The response from the group was an overwhelming "yes" to your program. Let's discuss on-going sessions.

~ Ira Barkoe,
Executive Vice President, COMSTOR

At one point we seemed to have lost our focus, and then we turned that bleak situation into one of the most positive work sessions I have seen at CANUSA in a long time. I applaud our presenter and facilitator, Arnold Sanow.

~ Bruce Fleming, President, CANUSA

The program was perfect and Arnold was terrific with lots of humor with relevant and effective examples. Overall A+.

~ Lorelei Long, Human Resources Manager,
Mayer, Brown, Rowe and Maw Law Firm

Your presentation was very entertaining and timely. You hit all the high points in regards to enhancing communication, building sales and retaining customers. We also appreciate all the "extras" prior to and after the event. We look forward to working with you again in the future.

~ Lou Brown, Chairman and CEO,
Precision Tune Auto Care

Arnold Sanow, The Business Source, Inc.
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Build a Positive, Productive, and Profitable Organization

Arnold's Most Requested Programs

The programs below can be adapted and tailored to meet your needs, your challenges, and your concerns.

Get Along with Anyone, Anytime, Anywhere

Build Rapport, Relationships, and Connect with Customers and Co-workers

Building positive connections, enhancing emotional intelligence and transforming interpersonal skills will boost your bottom line in many ways. You will retain employees, improve morale, get things done, build better teams, enhance managers and leaders effectiveness; improve customer service, win new customers, close more sales, increase job satisfaction and get customers and co-workers singing your praises. This program is based on the book, "Get Along with Anyone, Anytime, Anywhere... 8 keys to creating enduring connections with customers, co-workers... even kids" by Arnold Sanow and Sandra Strauss. We will focus on such topics as; enhancing working relationships and teamwork; building cooperation, likeability and trust; understanding and adapting to different communication styles; how to communicate in a clear, concise and understandable manner; how to avoid misunderstandings; becoming a better listener; eliminating insensitivity, rudeness and incivility; dealing with difficult people; banishing words that destroy relationships; how to say no and give feedback in a nice way; understanding body language; reducing anger; making every meeting, interaction and transaction positive, memorable and special; promoting a positive, productive and profitable organization and more!

Keeping Customers for Life - Building a "WOW" Customer Experience

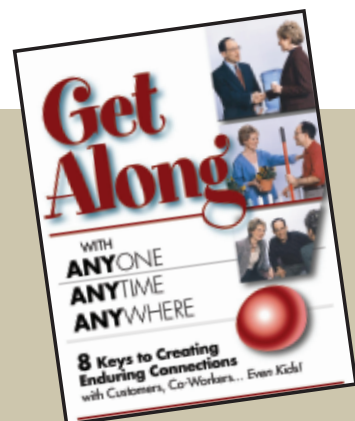
Good is not good enough. The bar is being raised, expectations are getting higher and customers are judging you by their experiences and interactions with others. Every time you have a meeting, transaction or interaction an impression is being formed. This impression can be positive or negative, help or hinder or make or break a relationship. The only way to differentiate yourself and become less of a commodity in the marketplace is through exceptional customer service. The quality of your customer service more than any other factor determines the level of approval customers give you and your organization. This session will provide you with proven strategies and solutions to help you retain your current customers, get positive word of mouth, enthusiastic referrals and a "wow" feeling about you and your services.

Specifically participants will learn; 6 key ingredients to keep customers for life and to get them singing your praises; what other companies and organizations do to succeed with their customers; 15 easy things you can do now to keep customers; what does good customer service really mean; turning moments of truth into moments of magic; making every meeting and transaction positive memorable and special; communication skills every member of your staff must possess; internal customer service and more... All attendees will receive a plastic wallet-sized laminated card with 27 ways to Keep Customers for Life.

Winning Presentation Skills... Put Power, Punch and Pizzazz into Your Presentations

Project poise and professionalism... Captivate your listeners... Persuade people to act on what you say... Develop comfort and confidence

Whether you speak to one person or a group of 100, getting your message out in a clear and concise manner is essential to your success. People who present themselves well are perceived to be smarter, more competent, trustworthy, likeable, confident and successful. In fact, only 15% of your success in life will be due to your technical skills while 85% is due to your presentation and communication skills. The purpose of this workshop is to help you learn how to develop and deliver high impact presentations. It will cover the skills necessary for you to get your message out in a clear, concise and non boring manner. You will learn to persuade, motivate and influence customers and/or co-workers. Specifically, you will learn; 12 most common mistakes presenters make; characteristics of successful presenters; 5 steps to deal with "speakers anxiety"; how to build rapport and connect with your audience; 3 techniques for making effective impromptu presentations; planning your presentation step by step; 6 dynamic ways to open your presentation; 15 ways to keep your audiences attention; how to use humor in your presentation; use of visuals; use of body language; 7 strategies for closing a presentation and more... Video feedback is also available.



Other Popular Sessions Include:

- Teams that Work... Transform Groups into Teams
- 15 Ways to an Irresistible You
- Communicate with Confidence... Boost Your Communication IQ
- Facilitation of sessions to build your organization

To remind, reinforce and retain the information from Arnold's sessions, he offers a variety of tools to include; coaching to increase retention and accountability; e-mail newsletters; ongoing CD's and Video's; hotline services and more...