

**"The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life."**

*Presentation based on the newest book by the same title written by Maribeth Kuzmeski and published by Wiley.*

Maribeth Kuzmeski delves into a powerful strategy for increasing sales and creating long-term business success. A strategy that many take for granted – relationships! She has conducted hundreds of interviews and researched some of the world's most successful "connectors" including CEO's, top sales professionals, famous founders of companies and business leaders to find out how they built relationships and the correlation to their success.

She will share not only the specifics of the influence of relationships in successful businesses but will describe the tangible "how to's" for developing better, more profitable connections. Maribeth will share the most powerful Connector Strategies that are working today to take your business relationships - and your business - to the next level!

