



Speaking from Experience®

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## Powerful Seminars and Breakout Session Topics:

### **COMMUNICATION (1-6 hours in length)**

**What You Say Is What You Get: Use “Power Talking” to Say What You Mean and Get What You Want**

Originally published around the world as *Power Talking*, this topic has spawned derivative books, videos, and audio training programs in many languages. Slight changes in word choice shape the messages we convey, whether intentionally or not. “I’ll have to call you back” and “I’ll be glad to call you back” are very similar, yet they project *very* different connotations. Word choice profoundly determines how we think, act, and are perceived by others.

#### **Client benefits and audience takeaways:**

- Project a much more positive, customer-focused image for your organization. Everybody from executives to receptionists will actively promote stronger relationships with positive language.
- Build cooperation with internal and external customers. Whether formally negotiating, selling, or simply presenting a proposal, “Power Talkers” effectively encourage “buy-in” when they master this language of success.
- Enhance *self*-motivation. Using positive language impacts others, and it also affects our *self*-esteem. Audience members leave with an awareness that they create their own positive attitudes and actions by consciously “editing” what they say to others *and to themselves*.

### **LEADERSHIP (1-6 hours in length)**

**Gut-Level Leadership: Go with Your Gut to Make Better Decisions and Communicate Your Charisma**

Great leaders seem to *innately* reach gut-level conclusions with uncanny accuracy. Recent scientific breakthroughs, though, reveal that these luminaries have actually learned to hone their sixth senses and reach sound deductions that go well beyond what the facts tell them. Surprisingly, anybody can learn to hear and hone those intuitive signals, creating delighted customers and more productive teams. This presentation includes step-by-step processes for developing, tapping, and capitalizing on intuitive wisdom.

#### **Client benefits and audience takeaways:**

- Learn to scientifically verify the wisdom of your own judgment and reach sound decisions quickly.
- Change the way you think of and describe your own “powers” and encourage intuitive thinking to stimulate creative problem-solving throughout your organization.

### **SALES (1-6 hours in length)**

**Never Make Another Cold Call: How to Make Prospects Listen, Respond and Buy...Without Feeling Suckered**

We all hate making and receiving “old style cold calls.” They’re unproductive, annoying, and sabotage prospective buying relationships right from the start. Based on George’s most recent book, *Heat Up Your Cold Calls*, this program reveals a fresh way to start buying relationships positively. From creating “perceived affinity groups” to eliminating “phone tag” frustrations, this seminar is all about selling more effectively and efficiently.

#### **Client benefits and audience takeaways:**

- Eliminate the negative stigma that often overshadows prospecting efforts; help sales professionals eagerly pursue new customers ethically and profitably.
- Ensure that you stay on the right side of the law and avoid costly liability by knowing how to avoid the legal landmines of old-school selling.
- Stimulate higher customer relationship values by laser-ing in on the prospects who are most likely to become lifetime loyal buyers.

### **CUSTOMER SERVICE (1-6 hours in length)**

**Upside-Down Marketing: How to Make Customers Want to Buy from You Forever**

The three vital jobs in building profitable customer relationships are normally undertaken in exactly the *wrong* order. This program shows why and how it’s much more profitable to salvage at-risk accounts than to hunt for new ones. *Retaining* solid customer relationships is much more profitable than recruiting new prospects.

#### **Client benefits and audience takeaways:**

- Master a simple, sure-fire system for defusing conflicts, whether involving customers or colleagues. Turn your most hostile unhappy customers into your biggest fans using the “H-E-A-T” formula.
- Learn inexpensive, effective techniques for building customer loyalty.
- Re-align your sales resources in accordance with profit leverage opportunities; turn things *upside-down* to extract maximum profits.

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