



Wade Younger, CSP

"It's about being motivated to MASSIVE action!"

Why Should Someone Do Business with You?

The purpose of every business, large and small, is to get and keep customers. To do it well. To do it everyday. It is the ongoing responsibility of everyone in the organization to ask the questions and to search out the answers to determine 'why someone should do business with them...rather than someone else's and to ensure those answers are clearly evident to their customers. Every business must do this to create customer loyalty and to ensure their own business longevity. After all, a business without customers...isn't.

To answer this tough question accurately requires an observant eye, an innovative mind and a great deal of practical information.

Wade Younger offers just that in this most-requested, fast-paced program. Developed to encourage interaction, it assists participants broaden their business perspective and begin the vital information-gathering process.

Wade Younger connects quickly with participants, involving them, challenging them from the onset. Facts are presented. Questions are asked. Specific "action" techniques, strategies and relevant examples are outlined.

Throughout the program participants are encouraged to search for new viewpoints, discover new possibilities, discuss their ideas and find appropriate answers to then "must-ask" questions in order to capitalize on their business opportunities.

By program's end these business issues have been discussed:

- Developing memorable marketing strategies.
- Providing loyalizing service.
- Maximizing staff productivity.
- Demonstrating effective leadership.

The book, "First, the Best or Different" is a great complement to a **Motivational Keynote or Breakout session!**

