

## MASTERING THE MARKETPLACE

*Expert insights to finding and keeping profitable business...*

### ABOUT CURT SKENE

At Microsoft - he grew their business from \$800K to over \$36M, he founded a worldwide initiative that helped thousands find new careers in information technology, he was recognized by Microsoft as one of their best in the world. As President of ExecuTrain - he won four worldwide awards for business development and sales growth. At BrainBuzz Inc. - he grew their monthly revenues from \$80K to \$210K in just six short months.

**Curt is an expert on helping businesses grow.**

He is a gifted story teller who combines wisdom and wit to engage and excite his audience.



*This is a program about sales, service and being the best in life that you can possibly be!*

### ABOUT THIS PROGRAM

Is loyalty dead or has it been murdered? Have customers stopped caring or is there little for them to care about? How can your business continue to thrive in this increasingly confused marketplace? Every corporation is asking these questions. **This powerful, interactive corporate keynote gives you the answers!**

In this session your audience will take away:

- *The need to create clarity in who they are and what they do, so that they can add "real" value to every relationship!*
- *How to communicate their message, so the customer is inspired to buy!*
- *A simple strategy for creating customer WOW!*
- *Insights on how to uncover pockets of opportunity, so they can grow their business!*
- *Extraordinary lessons in business intuition, so they can become the customer's trusted hero!*
- *Powerful ideas on how to look at adversity in a positive light!*
- *Plus... over 100 actionable ideas that will help your audience excel and achieve business and personal success.*

In no time Curt will have everyone laughing, learning and passionately writing new ideas for mastering their share of the marketplace.

### OTHER PROGRAM TITLES USED:

#### Attracting the Profitable Customer!

*The secrets to building enthusiastic customer relationships...*

#### Capturing Customer Attention!

*Sales strategies that attract profitable opportunities...*

**This program is perfect for Sales, Marketing and Customer Service Audiences.**

### WHAT OTHERS HAVE SAID!

*"Curt, you delivered an inspirational sales message! You offered a number of great take away insights for delivering customer WOW, the power of networking and overcoming adversity in business and life. Overall I think everyone in the audience took something of value away from your sessions."*

Ms. April Siever  
Sales Manager, Intuit Canada

*"Curt you had everyone riveted to their seats, the feedback has been great and I have heard from all 220 delegates that you were the message we needed to hear!"*

Jerry Engels  
President, Agricultural Manufacturers of Canada

*"Curt you spoke with passion, authority and great humour! You delivered your message in such a powerful way that it left the group wanting more... You have a winning message and winning style!"*

Ms. Maria DaCunha  
President, SITE-Toronto

*"You have our sincere gratitude for providing CHMSE with one of the best presentations our group has ever attended... Your knowledge and expertise was reflected in the way you conducted the presentation and the audiences' enthusiastic reaction..."*

Ms. Monika Nowak and Ms. Sacha Olenroot  
Program Co-Directors, CDN Hotel Marketing and Sales Exec.

*"You were a hit.. Everyone thought you were absolutely wonderful!"*

Ms. Maryanne Hill  
Conf. Chair, Municipal Waste Mgmt Conference

*"Great start, great middle, great finish! Curt kept me engaged, listening, thinking and working to incorporate his ideas on customer service and business building into my business."*

John Allen  
Event Co-ordinator, Restaurant Marketing Delivery Assoc.

### Curt Skene

Keynote Speaker Seminar Leader Business Coach

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