

MASTERING THE MARKETPLACE!

Five insights to finding and keeping profitable business...

Is loyalty really dead? Have customers stopped caring about value? How can your business continue to grow and thrive in this increasingly confused marketplace? How can you reach (and keep) your customers for a lifetime?

Today, every corporation is asking these questions.

You'll get the answers you're looking for in this powerful, interactive corporate Keynote! In no time at all Curt will have you laughing, learning and passionately writing down new ideas for mastering your share of the marketplace. Drawing on his award-winning business development expertise (Microsoft and ExecuTrain) Curt applies his ability as a great storyteller and showman to share his time-honoured techniques for market mastery.

CAPTURING CUSTOMER ATTENTION!

Sales strategies that attract profitable opportunities...

It's hard to stand out, some even say impossible, in a world where we have gone from tracking time in milliseconds to tracking time in nanoseconds, which is the equivalent of compressing 40 years into just 4.8 minutes. How do you keep up? How do you stand out? How do you survive? At this dynamic, pace capturing customer attention is a must!

In this powerful corporate Keynote Curt shares his views on creating instant customer attraction. Curt delivers ideas in an "edutaining" format that will leave your audience wanting more. Drawing on his expertise as a respected sales coach, his passion for business excellence and a host of real-world experiences Curt will bring to life what it takes to capture and profit from instant customer attention!

CONTINUED ON BACK ...

All program participants are invited to download Curt's 80-page workbook for their personal use at no charge.



ABOUT CURT SKENE

Curt Skene spent 7 years at Microsoft Canada where he won worldwide recognition for his ability to grow his business unit from \$800K to over \$20M in his first five years. He was the founder of one program in particular, Skills 2000 that was adopted by Microsoft worldwide. This program helped thousands of people find new careers in the Information Technology industry. In 1997, Microsoft Corporation recognized Curt Skene as their best Training & Certification Program Manager in the world.

In October 1998, Curt left Microsoft Canada to become President of ExecuTrain Canada, a \$17M corporate training business. In his first year, Curt was able to coach his Canadian team to winning four worldwide awards (in business excellence, sales growth (x2) and business leadership). No other country had ever accomplished that feat.

Today, Curt is a full-time business speaker and coach helping companies across North America on "How to Attract and Sustain Profitable Business!" Curt's sessions are always informative, actionable relevant and fun!

**Program Fee: \$3,600 up to Half Day
\$4,500 up to Full Day**

Curt Skene speaks on "how to attract and sustain profitable business!"

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ATTRACTING THE PROFITABLE CUSTOMER!

The secrets to building enthusiastic relationships...

If a customer buys you on price, they will leave you on price. In today's marketplace you need profitable business! What is it that attracts the profitable customer? Why will customers willingly pay more? How can you leave the price game behind and build a business based on value?

The secret is to inspire them with desire.

This is a corporate Keynote that gives you the inside scoop on what makes customers knock down your door to do business with you. Curt will challenge your group to become opportunity makers not order takers. Your audience will leave refreshed and encouraged knowing that value and reciprocity still exist. An upbeat program where Curt weaves in his award winning business experience and provides dozens of ideas on what it will take to attract the profitable customer!

THE BEST BUSINESS PRESENTATION YOU EVER SLEPT THROUGH!

A lighthearted look at being the best in business and in life...

How is it that people buy \$4 coffees, \$50,000 cars and half million-dollar homes and yet we still think people buy based on price? Price is often the excuse we give, but rarely the real reason why.

We need to look harder at what our customers are really buying!

This corporate Keynote is fun, engaging and will hit home with a wide range of audiences. Throughout the program Curt will demonstrate how the right brain has a lot to do with how people decide who or what is right for them. Be prepared to find more business, uncover more opportunities, be more creative, and have more fun! The fact that someone in the audience may jump up and quack like a duck... Well, that's just PURE COINCIDENCE!

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WHAT OTHERS HAVE SAID

"You were a hit.. Everyone thought you were absolutely wonderful and people are actually going to incorporate your outlook on life, not only just in their own life, but into many of the things that they do!"

Ms. Maryanne Hill, Conf. Chair, MWIN Conference

*Curt should be one of the **most sought after speakers** for anyone trying to reshape and rethink their business in these challenging times!*

Mr. Gary Bernier, President, XtraNet

"An excellent presenter with an engaging and entertaining style. Curt's gift is his creativity and that he uses this together with his uncanny ability to "read" audiences to deliver material that is relevant, interesting and thought provoking."

George Tomczak, Senior Channel Manager, Nortel Networks

As you well know, the Toronto Talks audience loved you and your presentation! Their mark for you was 99%... the highest we've seen to-date. You also helped us attract one of the largest audiences we have had. Your work has an undeniably positive impact on those you touch.

Mr. John Klotz, Chair, Toronto Talks

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