

Track 1 – Business Basics

9:30-10:45 Session - 1

Creating an Effective PR Plan

Richard Abels, Abels Communications

This 75 minute session provides an overview of the foundation elements required to develop an effective public relations plan. Discussion will include how PR fits into an overall marketing plan, what PR can and can not do, PR compared to advertising, how to plan, your target audiences, key message development, the strategic platform, tactics to implement and how to measure success.

11:00 – 12:15 Session – 2

Listening to Your Business

Tameka Montgomery, Denver Metro Small Business Development Center

This workshop will introduce entrepreneurs and business managers to the critical evaluation tools and action steps needed to maximize growth and profitability for their businesses. Begin the process of developing your three-year vision, assessing where your business is currently in its developmental stage and translating your goals into action steps.

1:30 – 2:45 Session – 3

Networking – How to Meet Your Next Client

Marilyn Manning, Rev Networking

One of the best ways to market your business is by directly representing yourself at business networking events. The power of the human connection is unmatched and people need this type of connection in today's electronic world. Learn the skills on how to become an effective networker and make networking events productive for your business.

3:00 – 4:15 Session – 4

Turning Contacts into Leads

Garry Duncan, Leadership Connections

Seasoned professionals know that referral relationships are critical to long-term success. Consistently gaining high-quality referrals is a process, not a one-time question. Just as selling is more than asking for business, receiving referrals and leads takes more than just asking for a referral. Increase your success rate, learn how to remove fears others may have, and remove your own fears of asking. Leave with a strategy and a plan to develop referral partners and how to comfortably approach current clients.

Track 2 – Business Essentials

9:30-10:45 Session - 1

Do It Yourself Survey Results

Kevin Raines, Corona Research

This presentation will inform audiences on the advantages and disadvantages of survey research, and the most common mistakes made in designing and conducting a survey. At the end of this seminar, attendees will be able to differentiate between different kinds of surveys, will know the ten steps involved in conducting a survey, and will have the know-how needed to execute effective observational surveys.

11:00 – 12:15 Session – 2

The Physics of Closing

Don Cooper, The Sales Heretic

There's no magic to closing. (Although if you do the right things, they *work* like magic.) Effective closing is about physics. *Physics??* Yep, Physics. (With some psychology, economics and cryptology thrown in.) Fortunately, you don't need a science degree to improve your closing ratio. This eye-opening presentation will provide you with the insights and tactics you need. In this session you will discover the **single biggest** obstacle to closing the sale and how to overcome it, how to resolve objections more effectively than **ever before**, the “**Dandelion Principle**” and how it can make or break the sale to increase your profit (and your commission) on **every** sale you make!

1:30 – 2:45 Session – 3

Pay-per-Click Marketing

Dave Brown, ChamberClicks

Search engine marketing is a necessary component to a well-rounded advertising campaign. It's complementary to other popular forms of advertising; however, advertising on search engines – with the ability to serve users with exactly the information they are seeking when and where they are looking for it – is an opportunity that all local businesses should consider. With nearly 3/4ths of all consumers using search engines to find local products and services, business owners need to understand their options and best practices for success. In this session, we will discuss consumer behavior changes, and how the Internet has impacted our ability to market and reach potential customers. We will discuss the advantages, strategies and opportunities that online advertising encompasses, including: Search Engine Marketing, Display Advertising, Tracking Activity & Results, and Website Options & What Works Best in Advertising. Finally, the discussion will follow the evolution of online advertising into its most practical applications: The creation of qualified leads and proven strategies to convert these valuable prospects to closed sales for business owners.

3:00 – 4:15 Session – 4

Effectively Managing Your Salespeople

Gary Harvey, Achievement Dynamics, LLC

Let's face it, when you come to the office each day, bottom line, managing adults is really management little people in big bodies at your adult day care center. Learn in this session the various behavioral reasons people behave the way they do. Learn how to identify those behavior types and consequently manage effectively those different behavior types. The biggest mistake sales managers make is assuming they can manage their people all in the same way. Different behavior types respond to different styles of management. In this session, Gary will answer the question most often asked by sales managers, “Why is it that I can effectively manage some on my team, but can seem to manage others as effectively?” This seminar will help you understand your employees better and therefore manage your people more efficiently and effectively.

Track 3 – Professional Development

9:30-10:45 Session - 1

I'm Sorry, What Was Your Name?

Maureen McNamara, Dynamic Learning

We all know how embarrassing it can be to forget names. And how good it feels when people recall who we are! In this dynamic, interactive workshop, you will explore several practical techniques to help us gain confidence and begin to remember and use names with greater ease. Workshop benefits include, work with memory techniques, coaching, participate in easy-to-do projects and experience breakthroughs in remembering names. You will learn to overcome our common challenges in remembering names and avoid those embarrassing situations. You'll be able to apply practical solutions immediately!

11:00 – 12:15 Session – 2

How to Direct and Navigate Your Readers

Dee Dukehart, Sandbox Communications

How often do you stare at your computer and wish it would write the document for you? This workshop gives you simple and easy-to-implement tools and techniques to guide you through timesaving planning, organizing and writing. Refresh your knowledge on the power of correct grammar, punctuation and syntax. Learn to write clearly, comprehensively and conversationally for the reader. The tips are applicable to e-mails, reports, executive briefs, and policy and procedure manuals. You will take away insights into word, wording and writing expertise from verb usage to active voice, from your opening to your closing sentences, and from editing to proofing...for 100 percent error-free documents.

1:30 – 2:45 Session – 3

6 Strategies for Greater Business Success

Jonathan Aronson, The Synergy Coach

Okay, I am working hard, but just not achieving the sales results that I want. Now what? This session will show you 6 specific keys through which you can grow your business to a higher level of success. Whether you are just starting out, or have been in business for many years, these simple methods will jump-start you and continue to keep you and your business on track to reach the higher limits you want to achieve. We will identify the criteria needed to follow through on meeting those goals as well as how to establish a workable action plan. Included in the discussion will be methods for measuring results, how to deal with change and resistance to change.

3:00 – 4:15 Session – 4

Emotional Intelligence for Business Professionals

Tim Burke, Regis University

Business professionals can harness the power of emotional intelligence to manage the people side of their work with better interpersonal skills and human sensitivity. Developing interpersonal communication skills, especially in the area of emotional intelligence, can enable business professionals to master the human side of their work and produce greater results. This presentation focuses on discovering the emotional quotient (EQ), a measure of the emotionally intelligent person, as it relates to the competencies of business professionals. The result is improved interpersonal communication. As a result of attending this session, participants will be able to describe the role of emotional intelligence as a source of information, connection, energy, and influence in interpersonal relations and identify the unique skills of emotional intelligence in the areas of personal and social competence and also apply the skills of emotional intelligence to the performance requirements of business professionals for improved communication and results

In closing.....

4 – 5 p.m. Open Networking

Please take this opportunity to network with other business owners, attendees, sponsors and Regis staff and faculty to discuss the day's events and to share what you have learned in today's sessions. Please also visit our table-top displays. We will have several drawings for door prizes at this time, as well.

The Business Excellence Forum is presented by:

