

## SPEECH TOPICS AND DESCRIPTIONS WITH BIO: 2011

### **Creating your 30 Second “Spotlight” Commercial - 30 minutes**

In this session you will learn how to be memorable when telling people what you have to offer. Gina walks you through a 5 step process for creating your own unique “Spotlight” commercial or elevator speech that helps you immediately connect with your prospect and allows you to stand out!

### **Why Connecting Matters: Networking for Success! - 30 minutes**

In this session you will learn why connecting on a personal level and being authentic makes you stand out. You will also learn tips on how to start a conversation and best to way to connect and network with others that leaves them coming back for more. Gina will share 4 basics you MUST have before you start networking and walk you through the H.E.L.P strategy for successful networking.

### **25 Ways to Attract More Clients – 90 Minutes**

Industry Expert **Gina Kaelin-Westcott**, Executive Head Sales Coach and Strategist with **Con•nect Selling™** shares with business owners, sales managers and entrepreneurs just how to attract more clients every day. If you have any hope of increasing sales and developing solid relationships with your customer base, you should know these important skills and strategies. You do want your business to thrive, right?

Gina will discuss Client Attraction techniques, best practices and how to easily incorporate Social Media and SEO tools into your business that ABSOLUTELY affect every interaction that you have with your customers. She will share insights on how to up the ante with key sales strategies, and marketing strategies used online and how to adjust your own style of communication to strengthen your business relationships and sales conversions.

*You and your business will walk away with these benefits:*

- 25 Client Attraction Best Practices that you can Implement Immediately
- Top Lead Generation ideas that Won’t Cost You a Dime
- How to Ask for Referrals and Get Them
- Which Social Media Tools Work Best for You and Your Clients
- Tools that Measure your Results!

## Sales for the Entrepreneur - 90 Minutes

Industry Expert **Gina Kaelin-Westcott**, Executive Head Sales Coach and Strategist with **Con•nect Selling™** shares with business owners, sales managers and entrepreneurs a sales process that works. If you have any hope of increasing sales and developing solid relationships with your customer base, you should know these important skills and strategies. You do want your business to thrive, right?

This workshop will focus on the importance of identify a niche where clients understand what you offer. Finding out where your target market hangs out plus the four D's of the sales process - Discovery, Diagnosis, Design, and Delivery. Gina walks you through the entire sales process from start to finish and shows you how to keep track and manage your prospects and clients.

You and your business will walk away with these benefits:

- Identify Your Niche Market
- Where your Target Market can be found
- Understanding the Entire Sales Cycle
- How to Keep your Sales Funnel Full

## Bridging the Gap – Leading with Vision – 60 Minutes

Industry Expert **Gina Kaelin-Westcott**, Executive Head Sales Coach and Strategist with **Con•nect Selling™** shares with business owners, sales managers and entrepreneurs a step by step process for finding and leading with your vision.

This workshop will focus on the importance of identifying your passion and vision and how to create a plan that can turn your vision into a reality. Gina walks you through steps to identify your motivations and the use of vision boards to create your own big picture.

You and your business will walk away with these benefits:

- Unlocking your Potential
- Creating Your Vision
- Designing your Own Vision Board
- Action Plan for Results

**Gina Kaelin-Westcott, CPC, ELI-MP**

Think of Gina as your on-demand Chief Sales Officer for small to medium businesses. She works to inspire, motivate and manage your sales team by being the accountability and relationship partner to your team and to you as a business owner. Gina ensures the sales goals and actions are aligned to the company strategy with key metrics for consistently increasing sales and overall performance by tapping into each person's strength and energy to boost them to the next level.

Gina is a Certified Executive Sales Coach. Gina is a dynamic, accomplished sales management leader with a 20+ year record of achievement. She is an exceptional mentor and coach and remarkable in building new business and forging strong lasting relationships with clients and business partners at every level.

Gina Kaelin-Westcott was named the **2010 VIP Professional Woman of the Year** by the National Association of Professional Women.

Gina can be reached at [Gina@Connectingselling.com](mailto:Gina@Connectingselling.com) or 303.949.0882

Website [www.ConnectSelling.com](http://www.ConnectSelling.com)