**Speaking Topics:**

**HOW TO MAKE AN EMOTIONAL IMPACT WITH YOUR WORDS & IDEAS**

As a sales professional, you have great ideas and a big mission.

The way to express those ideas and get others to buy into your mission is through your words – spoken AND written. But it’s frustrating because even though you’re great at what you do, when you express yourself, people don’t always respond the way you want. This limits your ability to make an impact.

Your ability to make an emotional impact when you speak and write, is an essential ingredient to differentiating yourself and reaching your full potential as an advisor and human being. In this interactive presentation you will learn the top strategy for expressing yourself in a way that leaves an indelible mark on every prospect, every client, every *person* you meet.

In this interactive presentation you will learn the 5 Step Process for quickly developing trust, connection, and likeability when meeting with prospects (in-person & virtually)  Specifically you will learn:

* The most powerful tool to use to “warm up” your prospect BEFORE your meeting
* The mindset needed to make a genuine connection with every prospect
* The tool for creating trust, connection, and likeability in 3 min or less
* The best question to ask your prospect when transitioning from initial chit chat into your official meeting-this question quickly exposes their challenges
* How to provide opportunities for you to demonstrate empathy and make emotional connections
* The top strategy for increasing desire for your services and products without sounding salesy

#### **CRAZY GOOD VIRTUAL MEETINGS™**

The good news is the pandemic is coming to an end! The GREAT news is... Virtual Meetings are here to stay. This is great news because whether you’re in prospecting or recruiting mode, it allows you to leverage your time AND massively expand your reach.

However, the skills that got you “there” in 2020- -setting up the meeting, great audio, good lighting, and backgrounds will not get you “there” in 2021 and beyond. It’s time to up the ante and get Crazy Good at running virtual prospecting meetings from a RESULTS perspective, so you can move your listeners towards a desired outcome.

In this presentation you will learn:

* The most powerful tool to use to “warm up” your prospect BEFORE your virtual meeting
* The best question to ask your prospect when transitioning from initial chit chat into your official meeting
* How to quickly encourage prospects to expose their challenges to you
* How to provide opportunities for you to demonstrate empathy and make an emotional connection
* The top strategy for increasing desire for your services and products

You will leave this presentation with increased confidence in your virtual selling and relationship building skills - -these skills also can and should be used to take your in-person prospecting and recruiting skills to the next level.

**CRAZY GOOD VIRTUAL PRESENTATIONS**

For financial advisors, leaders, and other professionals holding webinars and group virtual meetings/events

In 2020 your team likely got really good at running 1:1 virtual meetings. Now…in 2021 it’s time to take things up a level by moving your team from solely running 1:1 meetings, to leveraging their time and technology by holding group virtual group events and webinars. This means knowing how to grab and keep the attention of their audience, creating emotional engagement, and moving listeners to a desired outcome.

In this presentation your team will learn:

* The #1 mindset shift they must have to make sure their virtual presentations come off without a hitch
* Top strategies for virtual engagement- -how to get the chat box to blow up & never again bore listener(s) or lose them to their email inbox
* What to do when the unexpected happens so they’re not tempted to hide under their desks- – instead look like a rock star

Your group will leave this presentation with increased confidence in their virtual engagement and presentation skills

**PRESENTATION SKILLS BOOT CAMP**

This program can be delivered live or virtually and can be tailored to meet the needs of any professional group.

This training will warp speed the growth each participant has as a presenter and increase their overall “Executive Presence”.  In this 90 min, half-day, or full-day training participants receive hands-on coaching individually and observe each other being coached; think American Idol (without the snarkiness) and The Voice.

Skills learned in the Bootcamp can be applied to creating and delivering presentations to individuals and groups whether the presenter is speaking for 1 minute, 1 hour, or 1 day.

This training is fast-paced and fun while conducted in a “candidly kind” and supportive environment.

Here’s what one leader had to say about the Bootcamp:

*Lisa and Peter both had their cell phones just about blow up with all the unsolicited rave reviews of your session.  By far, one of the most engaging, informative, and worthwhile sessions I’ve ever experienced – and I wasn’t even presenting! Thank you for always bringing you’re A-game and for your unbridled passion.*

**THE EMOTIONALLY ENGAGING LEADER™**

If you’re like most leaders you’ve likely wondered, “How do I motivate my team?” and “How do I stand out from my competition?”

To be the leader others want to follow these questions MUST be answered. Ironically many leaders are looking for answers in the wrong place. It won’t be found in new products or services but rather the answers lay within you!

What makes you a leader others want to follow and what differentiates you from your competition is YOU; the value you bring to the table and most importantly WHY you do what you do. The most effective way to share your WHY is through a specific method of business storytelling.

In this presentation, your leaders will:

* Understand that to stand out in today’s marketplace they must be emotionally engaging.
* Discover the 3 types of business stories every  
  leader should be telling.
* learn how successful leaders are incorporating these stories into their group and 1:1 presentations with their teams and clients.
* Experience first-hand the technique for increasing likability, connection, and trust in 4 minutes or less.
* Pick up the step-by-step formula for crafting their own stories. This is a foundational skill every leader needs in their tool kit. It enables them to overcome skepticism and to connect immediately and authentically with their listeners’ hearts. When this happens it’s like pouring lighter fluid on your conversations, recruiting, and marketing activities!

**THE EMOTIONALLY ENGAGING ADVISOR™**

**How to Increase Trust, Likeability, & Connection in 4 Minutes or Less**

If you’re like most advisors, you know your competition is fierce and the marketplace is noisy. Whether you’re talking with prospects and clients 1:1, in a group setting, or online you’ve likely wondered, “How do I differentiate myself from my competition?”. To be the advisor of choice and to avoid being seen as a commodity this question MUST be answered. Because…

It’s no longer enough to be the smartest person in the room, with the most letters after your name. Today’s consumer demands human connection and transparency. It’s time to put away the complex charts, facts, and figures. Ditch the industry jargon. And show your clients, by becoming an emotionally engaging advisor, that you (and ONLY you) can make their financial dreams a reality.

But…ironically many advisors are looking for answers in the wrong place. It won’t be found in giving more facts and figures about your products or services; the answer lies within you!

What differentiates you from your competition and makes you the obvious choice, someone others want to follow is YOU; specifically, HOW you talk about what you do and WHYyou do it.

This is where “crazy good” speaking and storytelling skills come in. The good news is every advisor can gain these skills!

**In this presentation you will:**

* Discover why relying on technical expertise alone to win and keep business is no longer enough.
* Understand why in order to reach your full potential as an advisor you must develop Crazy Good speaking skills.
* Learn the biggest “sales killing” mistake most advisors make and how to avoid it when you speak and meet with prospects and clients.
* Learn how to connect emotionally with every prospect, client, and audience member.
* Learn the 3 types of business stories every advisor must be telling and how successful advisors are incorporating these stories into their group presentations, 1:1 meetings, and online- -with great success.
* Pick up the step-by-step formula for crafting your own “*WHY”*story. This is a foundational skill is a GAMECHANGER. It enables you to overcome skepticism and to connect immediately and authentically with your listeners in 4 minutes or less. When this happens it’s like pouring lighter fluid on your conversations and presentations.
* This topic can be delivered in a 60 min keynote format up to a half-day training format.

**STAND OUT AND OWN THE ROOM EVERY TIME YOU SPEAK!**

For Your High-Achieving Advisors, Leaders, & Sales Pros

It’s no longer enough to be the smartest or most skilled professional in the room. We are in the Communication Age. This means when speaking to groups, whether it’s for 1 minute or 1 hour, people will make judgments about your competency based on your speaking skills. So…If you’re an A+ Professional but a B- SPEAKER, you have a problem. The potential for someone to assume you’re also B- at your job is high. When this happens, you lose credibility, business, and the ability to impact more lives.

The good news is You can be both! An A+ Professional and an A+ Speaker!

In this practical and interactive talk, your group will:

* Learn why many professionals are not satisfied with the results they get from speaking, and what they can do to skyrocket sales and knock it out of the park every time they speak.
* Discover the mistake almost every presenter makes when they open a presentation. This mistake bores the audience, decreases the number of appointments they set after their talk and reduces their overall impact.
* Get the key for immediately capturing the attention of any audience. Let’s face it if you don’t know how to get peoples’ attention off their phones and on to you, your talk is toast. Master this one technique and you will know how exactly how to command the attention of any audience.
* Discover how to connect emotionally with every audience (use this for 1:1 conversations too). This strategy is like pouring lighter fluid on all your presentations and conversations.