

## PRESENTATIONS

**It is amazing how businesses spend so many dollars on advertising and so few on helping their staff to become better salespeople. These presentations assist businesses so they learn how and what to teach their staff.**

### 1.) Team Up for Success

Take a look at a financial statement; employees are the largest variable expense. Employees are also usually one of the biggest challenges in a business. With Tom Shay's years of hands-on management experience, he will explain and teach his proven methods that have worked for businesses from 2 to 100 employees. Employee training is a rarity, and an educated staff goes a long way toward separating a business from its' competition. Learn how to profit from knowing how to "Team Up for Success".

### 2.) When Your Management Style Isn't Working and Your Employees Aren't Either; It's Time for a Change!

It is a frequently heard comment; "My employees aren't doing what I need them to do. I just don't have good employees." Unfortunately, what all these employees share in common is a manager or owner whose management style isn't working either. This interactive session helps attendees to identify how they will react and manage in situations within their business. Then they are shown a different style of management for that situation and invited to compare the two to see which way is more likely to help with their management decisions.

### 3.) The Masters of Legendary Service!

Everyone has had the experience at least once; a manufacturer's or wholesaler's representative, or a salesperson in an independent or chain store, demonstrates a sincere and deep interest in the wants and needs of the customer. Why is the salesperson making such an effort to give the customer this unique experience? What is in it for the salesperson? Can you learn the motivation this person has? Can you learn the techniques the salesperson utilizes to give the customer the pleasant experience? You personally and the business you work in or own, will reap the rewards as you learn the secrets and techniques of becoming one of "The Masters of Legendary Service."

### 4.) Getting Extraordinary Results From Ordinary People!

You visit another business to find that the manager has a staff full of exceptional people. That manager was not "lucky." Instead, the manager was able to create a staff and lead each of them to become extraordinary people! There is nothing better than sending attendees home from your event with the necessary tools to improve their businesses—and they will, as they are "Getting Extraordinary Results from Ordinary People!"

#### Tom Shay

Tom Shay knows that success with a staff requires a commitment on behalf of the ownership and management of the business. When first asked to speak to a group in the 1980's it was because of his unique way of educating, not training, his staff. The topics Shay has created in this group of presentations are designed to help business owners learn how to develop a staff that is going to be exceptional. Shay knows staffing is the largest operating expense for most businesses. He believes that most business owners want to have an excellent staff; they just do not know how to create that staff. Selecting from this group of presentations will allow you to provide attendees with information they can put to use immediately.

