

## PRESENTATIONS

**When you select a speaker to open or close your event, you want an individual that is going to get the audience to think; to take action when they return to their businesses. Tom Shay will deliver that memorable address that helps to make your event a success.**

### **1.) R.E.S.P.E.C.T – Business Strategies... `Retha style!**

The words sung by Aretha Franklin in this song include, "R.E.S.P.E.C.T. Find out what that means to me." Tom Shay says the song provides businesses with keen insight and ideas to better understand what it takes to provide what customers want and what will earn their continued business.

### **2.) Strategies to win in a challenging economy**

Think the consumer today has changed the way they do business? Absolutely! The question is whether each business has changed the way they operate and market their business. This very engaging keynote by Tom Shay provides his insights to small businesses with his list of what to do, what not to do, and what to stop doing. Businesses are sure to adapt their game plan to the challenging economy and immediately implement a winning strategy.

#### **Tom Shay**

A fourth-generation small business owner who is living proof that "a person who has had a cat by the tail knows a lot more than the person who has read about it". Shay understands a business owner needs a firm knowledge in all aspects of the business – financial, staffing, marketing, merchandising and business strategy. Tom Shay has written over 400 articles on small business management which have appeared in over 75 trade publications. As a speaker he earned the CSP (Certified Speaking Professional) which is a designation earned by less than 8% of speakers worldwide. He works with small business owners, manufacturers and wholesalers.

### **3.) Characteristics of a Successful Business**

An individual attending a Tom Shay presentation asked, "What do you consider to be the characteristics of a successful business?" This keynote highlights the key ingredients for those who have already achieved and those who are working to duplicate the characteristics of a successful business. Learn from Tom Shay's first hand observation of thousands of successful businesses to know what they share in common.

### **4.) Small Businesses Don't Die, They Just Commit Suicide!**

A challenging title to a very important topic. Tom Shay knows it is not the competition that causes a business to fail. Instead, it is the incorrect actions and lack of action that hurt a business. This enlightening, stimulating and motivating presentation by Tom Shay will send participants home prepared and ready for developing a plan of action for their business.

