



ferrazzigreenlight

Relationships for Revenue Growth

“Keith really got my group engaged in a way that no one has before. Watching them interact and try new things during the presentation was powerful. He took the time to really understand our challenges and gave my people specific, actionable tools.” - Head of International Advertising Sales, The Wall Street Journal

Did you know that the number of names in your address book can predict how much money you make for your company? That’s just one “wow” statistic from recent social networking research showing that relationships play a more profound role in individual financial success than previously recognized – except by Keith Ferrazzi, who has devoted himself to helping sales forces boost revenue through relationships since the publication of his bestseller *Never Eat Alone*. He is the world’s foremost expert on business relationship development and this talk distills 20 years of research, experience, and teaching.

Revenue growth demands that sales forces be competitive in the art and skill of relationship building, now more than ever as products and services are rapidly commoditized. The one with the most relationships of the highest quality wins. To leverage relationships at that scale, sales teams need new mindsets, processes, and skills that will allow them to accelerate relationship development and then manage and maintain those connections with effectiveness and efficiency.

Keith’s highly interactive, dynamic **Relationships for Revenue Growth** keynote provides exactly that, introducing groups to his proven Accelerated Relationship Development system. Keith is also available for **breakout sessions** and **webinars** on this topic, which can be customized for the sales force, executive leadership, or any division of your organization.

Results for your business include increased customer loyalty and net promoter scores, a shortened sales cycle, more and stronger referrals, and increased ability to sell to the C-suite. To further improve results, we offer audience prep and follow-up, as well as a pre-survey to customize the keynote around your organization’s unique strengths and weaknesses.

Takeaways of Relationships for Revenue Growth include:

- ❖ The #1 tool for relationship building to transform the way your sales team fill their pipeline
- ❖ Techniques that will instantly set prospects at ease and differentiate your team from the crowd
- ❖ The secret to productivity through relationships – how Keith’s system *creates* time and energy!
- ❖ A new accountability strategy that will enhance performance and commitment
- ❖ A relationship management system that your sales force will practice not only because it drives their numbers, but because they’ll have fun doing it.

Participants leave the room energized, with a wealth of new techniques and processes to put into practice immediately to improve your business and their lives.

For more info and video samples, visit www.keithferrazzi.com.

To book Keith Ferrazzi for your event, contact Jordan Roberts at 310.913.2115 or Jordan@ferrazzigreenlight.com.