



*HELPING YOU...*

**ASPIRE & ACHIEVE**



[www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com)





**Hello,**

I'm Craig Harrison...and I help professionals *express their excellence* — in sales and service, as communicators and leaders.

Let me train your employees, build their skills, instill them with confidence and help them aspire and achieve greatness.

As a speaker, trainer, consultant, author and coach, this is what I do: help organizations express their sales and service excellence.

- ❖ Do your employees experience *The Sixteen Second Success* with their elevator pitches?
- ❖ Are they selling from winning scripts as they *Take the Chill Out of Cold Calls*?
- ❖ Do they *Story Tell, Story Sell* to sell more persuasively?
- ❖ Are they mastering *The Tao of Networking* at trade shows, conventions and in networking scenarios?

Under my tutelage your sales force, service department, call center or other department will excel at sales, teamwork and communication. They will also learn to *Bypass Gatekeepers to Close Decision Makers*, *Become Improv-Masters* and master *Listening — The Forgotten Communication Skill*.

Whether your professionals are in health care, hospitality, high-tech and other fields, in Fortune 500 companies or start-ups, with non-profits or an association, I'll help them boost sales, improve internal teamwork and morale, and create more harmonious workplaces through my training and coaching.

The photos you see are from my trainings and keynotes where we focus on sales and marketing, networking and teamwork, presentation skill-building and related topics.

Find out what the GSA, US ARMY, PFIZER, CLOROX, HLC HOME LOANS CANADA, WILSON SPORTING GOODS, CHEVRON, SGMP, NACE, NAPO, eWOMENNETWORK, BNI, HILTON HOTELS, SF-CVB, MPI, CALSAE, UC SANTA CRUZ OF SILICON VALLEY and others know: *Craig Harrison's EXPRESSIONS OF EXCELLENCE!™ trainings ROCK!*

Trainings are interactive, fast-paced and fun. Through stories, role-plays and interactive exercises derived from real life scenarios, we brainstorm and problem solve, create and refine processes and employ best practices to sharpen our sales and marketing orientation and ability to communicate for success.

Please peruse the rest of this brochure to gain a better understanding of the types of programs I offer. I have also included past published articles of mine to give you a feel for the content found in my programs. As well, I am skilled at customizing, tailoring my materials to your values, needs and campaigns.

My website contains dozens of sales and marketing articles, reference letters from satisfied clients and supplemental sales and service material. Whether you seek programs on **sales, customer service, leadership, teambuilding** or various aspects of **workplace communication**, I have solutions for you!

I look forward to partnering with you to help your organization express its excellence.

**CALL**

Craig Harrison

Founder and Chief Excellence Officer, EXPRESSIONS OF EXCELLENCE!™

Craig  
Harrison's  
Popular Sales  
Presentations



- Speaker
- Trainer
- Coach
- Consultant

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**Sales Experts PEG**  
Past Chairman, Professional Engineers Group of the NSPE

**Past  
Chairman,  
NAT'L  
SPEAKERS  
ASSOC. SALES  
PROF. GROUP**

**Storytellers**  
AN INTERNATIONAL FED. OF THE SPEAKERS ASSOCIATION

**FOUNDER  
STORYTELLERS  
PEG OF NSA**



**Past President  
Int'l Customer  
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Silicon Valley**

**MEMBER  
NSA**  
NATIONAL SPEAKERS ASSOCIATION

**Past  
President  
National  
Speakers  
Association,  
Northern  
California  
Chapter**



### Your Sixteen Second Success...The Elevator Speech!

Break the ice, build rapport, uncover needs and sell your products or service in the time it takes to ride an elevator with a stranger...with your **Elevator Speech**. Get asked questions, position yourself and extend your sphere of influence with your elevator speech.



### Take the Chill Out of Cold Calls

Whether you're selling a product, service or yourself, learn to bypass gatekeepers, reach decision makers, showcase your unique selling proposition and handle objections as you close more sales with your **cold calling** script. Also learn to create a cold calling toolkit, up-sell and cross-sell with confidence. **It's your call!**



### Sales Through Storytelling: Story Tell, Story Sell

Leverage the power of **storytelling** to powerfully sell you products and services. Take past successes and share them using Craig's simple storytelling format. Your memorable stories will resonate emotionally with listeners, showcase qualities, skills, experience and values, and lead to more sales!

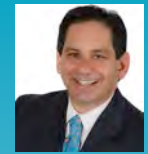


### Jest Practices!

#### A Best Practices for Humor in the Workplace

Raise your department, team or organization's humor quotient and watch the benefits accrue! Increase productivity, enhance team building, encourage creativity and improve workplace esprit de corps. Let Craig teach you best practices for humor in the workplace. No kidding! This program is FUN!

Craig  
Harrison's  
Popular Sales  
Presentations



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- Trainer
- Coach
- Consultant

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### Presenting...You! Presentation Skills for Professionals

Many intelligent professionals are suddenly reduced to nerves and numbness when pressed to make a formal presentation. Add presentation and public speaking skills to your communication portfolio. Learn powerful openings, ways of connecting, how to build rapport and persuade with confidence. Understand gestures, body language and closing skills!



### Bypassing Gatekeepers to Close Decision-Makers

Are you blocked at the gate by gatekeepers intent on keeping you at bay from decision-makers? Learn how to bypass, leverage and enlist gatekeepers to champion you to success. Close more sales by getting directly to those with the power to say yes. Craig teaches you how to bypass gatekeepers on the phone and in person on your way to closing more sales.



### The Tao of Networking

Is Networking *not* working for you? It's not the number of events you attend or volume of business cards you collect. Learn to avoid common mistakes all networkers make and employ the *Tao* of networking to extend your sphere of influence through consciously connecting with others.



### Listening: The Forgotten Communication Skill

Miscommunication as a result of poor listening skills costs millions of dollars and countless hours of wasted time. Have we gotten your attention yet? Learn about listening vs. hearing, uncover the meta-message in communications and learn how gender and other variables alter listening skills. Learn to become a powerful listener.

# Push the Right Buttons

# The Elevator Speech

by Craig Harrison



IN THE TIME IT TAKES TO RIDE AN ELEVATOR WITH A STRANGER — sixteen seconds — you can begin to form a new business relationship. It's done with your Elevator Speech.

An elevator speech is a mini-speech that succinctly tells people who you are, what you do, and, more importantly, what it can do for others. It's an introductory paragraph that is given conversationally, when meeting a stranger. It is an expression of you, and should showcase your strengths as they relate to your listener.

By being poised, polished and prepared for your sixteen seconds of fame you can ride your elevator speech from the streets to the suites!

Hi, I'm Craig Harrison, I market confidence! I'm a speaker, trainer and consultant who helps others communicate with confidence and clarity. Through keynotes, training, and coaching I make complex communication fun & easy. Let me help you become a more effective communicator. I'd love to work with you. Here's my card. May I please have one of yours?

My speech is just a few sentences long and changes slightly each time I give it. It's been scripted, rehearsed and honed over months of delivery.

## Elements of the Elevator Speech

Your elevator speech should consist of your name and title, company, and something special about yourself: your talents, experience, or approach. Remember, the goal is to stand out from the crowd so be memorable.

## What You Say And How You Say it

Pronounce your name clearly. It helps to be upbeat. Smile. Perhaps you'll press a card into their palm, or give strangers a mnemonic or other easy way to remember you.

## What Makes You Special?

The world is already full of salespeople, marketers and entrepreneurs. Put a special spin on your talents or occupation. One of many

management consultant I know starts her elevator speech by telling "I keep your company out of Dilbert's comic strip." That captured my attention, and showed me she is excited about her craft, and that she also has a sense of humor.

## Give it a Twist

Represent your occupation in its most ennobling light. A plumber jokingly reminds listeners that "a flush always beats a full house." An IRS agent refers to himself as a "government fundraiser." A midwife "brings life into this world." These phrases invite further inquiry.

## Credentials

Share your qualifications such as special skills, degrees, or experience. Are you an award winning graphic designer, the Chamber of Commerce's entrepreneur of the year, or recently profiled in Who's Who of California? Accentuate these distinctions.

## Strangers subscribe to WIFM

Others naturally want to know "What's in it for me?" Your speech should phrase your skills in terms of benefits to their company. Here are examples for technical and non-technical job seekers:

"Hi, I'm Steve Zebriskie, I'm one of the few, the proud, the remaining COBOL programmers! I was a pioneer in business data processing. With 10 years of experience modifying embedded systems I'm available immediately to assist you with your lingering Y2K problems. Call on me if I can be of service. My e-mail address is nocrash@y2k.com."

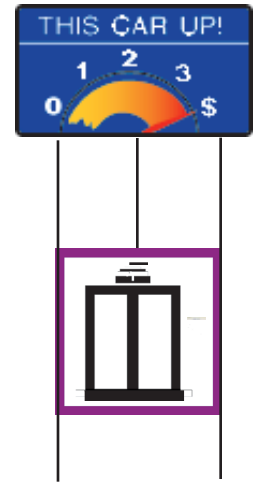
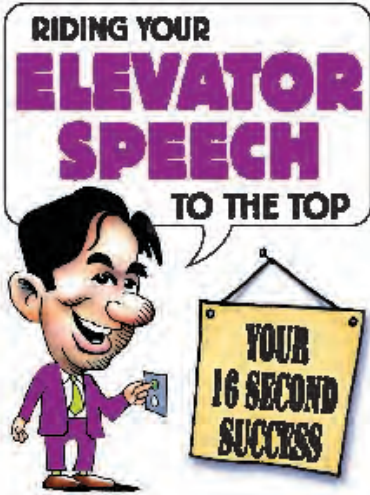
## Ask a Question

As job seekers you should elicit more information: "Who currently supplies your hardware?" or "Does your group hire contractors?" Gather more information.

The ride is just beginning. Craft your sixteen second sound bite. Hone it among friends, acquaintances and record it on your answering machine to hear how confident you sound. By being poised, polished and prepared for your sixteen seconds of fame you can ride your elevator speech from the streets to the suites!



Craig Harrison is a speaker, trainer and communications consultant. To contact Craig Harrison, visit his website at [www.craigspeaks.com](http://www.craigspeaks.com).



Meet Strangers...Network Professionally...  
Position Yourself...Extend Your Sphere of Influence...  
all in the time it takes to ride an elevator!

Sixteen seconds is all the time it takes — and often all the time you get — to make a favorable first impression. That's the average time spent with a stranger in an elevator.

Learn how to develop your 'elevator' speech to effectively introduce yourself and your business, products and services to prospects. Develop your sixteen-second sound bite for use indoors and out, in work, social or interpersonal settings!

In a world in which we're all competing for peoples' attention, an elevator speech can whet strangers' appetites, showcase your unique selling propositions and let the listener know of your relevance to them. Let yours be an expression of you!



*Push All  
The Right  
Buttons!*

### Learning Objectives

- ▶ Understanding Image and Presentation Skills
- ▶ How to Speak the Language of Benefits to Others
- ▶ Recasting Your Occupation's Title for Maximum Effect
- ▶ Qualifying Your Listeners Through Asking Questions
- ▶ Identifying Your Uniqueness/Competitive Advantage

### How the Presentation is Delivered

Participants de-construct effective elevator speeches before constructing their own. They identify what makes their product, service or affiliation unique and learn to cast their profession or job title to emphasize their special qualities. Next they *sell themselves in sixteen seconds*, presenting their elevator speeches to a variety of others...as the clock ticks.

### About Your Presenter

Communications expert Craig Harrison has helped thousands express their excellence. A past president of the NATIONAL SPEAKERS ASSOCIATION — N. California chapter, and author of the popular tips booklet *Your Sixteen Second Success*, Craig currently trains executives, entrepreneurs, consultants, sales and marketing staffs and others to effectively bask in their sixteen seconds of fame. Even BUSINESS WEEK magazine recognizes Craig Harrison as the expert on elevator speeches!



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## Sales Tips

# Taking the Chill Out of Cold Calls

by Craig Harrison

DOES THE THOUGHT OF MAKING A COLD CALL — a telephone or in-person call to a stranger — chill you? For ISOs it's a valuable way to market your firm, products and services. You're calling to inquire of the fit between your offerings and their needs. You can gather information about prospects and qualify them at the same time.

**Become a Scriptwriter!** Develop a short script to introduce yourself, showcase your unique selling propositions and inquire of your prospect's needs. A script allows you to become familiar with what you say and how you say it, before you actually call. The script gives you confidence and the freedom to ad-lib when calling.

**Sounding Off.** Cultivate a phone voice that is calm and confident. Before you call: visualize a successful conversation, take a few deep breaths and smile! Impressions are formed, sight unseen. Speak of the benefits of your offerings. Remember, listeners are always interested in what you can do for them.

Your script might sound something like this:

*"Hi I'm Carmen Ford (smile) of RightChoice.com. We turn browsers into buyers (breathe and smile.) Our internet sales systems help companies establish a web presence. Are you currently selling products on the Web?"*

**Cold Caller's Toolkit.** At your desk, have your script and notes about the company you're calling, crib sheets, a calendar and notepad. A lightweight headset frees up your hands.

**Don't Forget to Listen!** Ask questions and record answers to gather vital information. What's the company mood, their current focus and latest campaign? Gleaned information helps you profile the company and know how best to sell. When talking about their problems, needs and concerns, you'll be better able to demonstrate how you can solve, resolve or address them.

**Getting Past Gatekeepers.** Sometimes the hardest part is reaching the right person. It may take multiple calls. Each call should net some information. Record it all. Most gatekeepers are just doing their job, screening calls and protecting the valuable time of superiors. Secretaries can help or hurt your effort so remain professional and courteous. Don't leave longwinded messages on peoples' voice mail systems. If unsuccessful, stagger the times and days you call; many decision-makers arrive before gatekeepers and leave after their gatekeepers have gone home.

**Handling Objections.** Anticipate common objections and be prepared with answers that further advance your cause. Don't let a "no" end the conversation if you believe a fit remains. Sidestep the objection, present an alternative perspective that paints your organization in a favorable light. By anticipating objections you can use them to emphasize your strengths, while allaying their fears.

**Why Do Business with You?** Present what's special about your products or services. Do you offer a dimension others lack? Say so! Can you fill a gap in their product line? What's unique about your offerings? Emphasize your competitive strength.

**When to Disconnect.** Your goal should be an appointment for an interview. Keep your call long enough to get the appointment but no longer. Respect others' time and don't talk yourself out of the sale.

Rehearse with friends, then use your tape recorder or answering machine. Do you sound confident, qualified, and professional? Success awaits you...It's your call!





# Take the Chill Out of Cold Calls

with Craig Harrison



UNLESS you are an experienced salesperson, “cold calling” — the act of calling up or calling on a stranger — can be a foreboding or even humiliating experience.

TAKE THE CHILL OUT OF COLD CALLS demystifies the dance of cold calling. Participants learn the basics of cold calling, the subtleties and nuances of experts, and then get hands-on experience in making (and receiving) cold calls.



Whether you’re selling a product, service or yourself, TAKE THE CHILL OUT OF COLD CALLS provides you with an understanding of the nuts and bolts of cold calling, and the psychology behind this essential form of communication.



TAKE THE CHILL OUT OF COLD CALLS also arms you with tangible tips, tricks and techniques for consistently communicating your position, thus helping you make the sale.

## Learning Objectives

- ▶ Adopt your calling persona to effectively state your case on the phone or in person
- ▶ Develop your calling script
- ▶ Circumvent gatekeepers to reach decision makers
- ▶ 9 Strategies for handling common objections: Getting beyond “No” to “Yes”
- ▶ Learn to employ listening techniques to leverage your selling power
- ▶ Creating your Cold Caller’s Tool Kit

## How the Presentation is Delivered

Role plays, scripts and a Q&A segments all augment Craig’s presentation. By the presentation’s end, participants will walk away with their own script, the beginnings of their cold calling tool kit, and, most importantly, the confidence to call!



Craig’s training has helped professionals in banking, communications, high-tech, hospitality and other fields, and has worked effectively for new and shy salespeople, the self-employed, start-ups, entrepreneurs, non-profits and other groups.

## About Your Presenter

Shy by nature, Craig Harrison has nevertheless sold everything from jewelry to joke books to ‘biscuits-in-a-basket’ using basic cold calling techniques. A San Francisco Bay Area-based sales communication expert, Craig has plied his skills in the training departments of software companies, publishing houses and non-profits. He was 2004-05 president of the NATIONAL SPEAKERS ASSOCIATION’s Northern California chapter and a past chairman of NSA’s Sales Trainers PEG.



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# CUSTOMER RELATIONSHIPS

## IMPROVE CUSTOMER RAPPORT WITH IMPROV

As we look for ways to improve our rapport with customers this month we cast our gaze to improv — those wacky folks seen in drama classes, theatre troupes, on the entertaining television show *Whose Line Is It Anyway?*

It might surprise you to learn that even in something as spontaneous as improvisation there are rules at play. Three in particular have direct relevance to our sales and service situations.

**Make Your Partner Look Good.** Improv is a collaborative effort. So too are sales and service relationships. You are partners with your customers on transactions, whether purchases, exchanges, upgrades or up-sells. When you help them get what they want you get what you want. Always ask yourself how can you help them look good, excel and succeed. When improv games work most effectively each partner's actions help the other look good. As a sales pro your work should be toward helping your customers look good in their businesses: whether to their customers, to their vendors or even to the IRS!

**Be Spontaneous.** So often we are bound by rules and regulations, restrictions and proscriptions. Sometimes we're so bogged down we can't respond to the issue at hand. There are times our customers expect and deserve our abilities to think and act on our feet in a spontaneous manner. In a world where we are quick to champion an "adapt or die" philosophy we must not forget the ability to be spontaneous, making decisions by feel and impulsively as the case may call for. Be ready, willing and able to eschew guidelines and apply creativity to solve problems and make sales. Give yourself permission to be spontaneous and admire the results.

**Say "Yes, AND..."** So often we are apt to respond to comments, suggestions and inquiries with some variation of "Yes, but..." The impact is immediate: whatever "offer" being advanced is now qualified, mitigated, diminished or otherwise muted. Your customer's world of possibilities has just been restricted. The idea in question, once ripe with potential, has now been shackled. When we instead respond "Yes,



by Craig Harrison

and..." it builds on what has been said, allowing for both parties to co-create a solution. Instead of a competition between ideas or a zero-sum game where just one point of view prevails, now both parties are actively creating solutions and future success scenarios.

**Will the Real Salesperson Please Stand Out?**

"Selling is an art. As in any artistic endeavor, we must learn to trust our impulses and be ourselves." So says Kat Koppett, co-founder of StoryNet, LLC ([www.thestorynet.com](http://www.thestorynet.com)), and author of the new book *Training To Imagine*. Kat continues: "Improviseers learn that bypassing the little judgment voices in their heads — daring to be obvious, for example, staying present and reacting naturally — will always stand them in better stead than trying to do or say the 'right' thing. The best salespeople trust their instincts and use their personal style, rather than depending too strongly on sales 'techniques.'" Kat's book gives readers practical improvisational theatre techniques to enhance creativity, teamwork, leadership and learning. Her company helps salespeople to be in sync with the reality of the moment. She believes that just as a live audience knows the difference between real and contrived, so too does your customer.

I too am a strong proponent of the use of improv techniques for improving team building, listening and overall communication skills. I invite you to take an improv class, employ improv techniques in meetings and off-sites, and look again at *Whose Line Is It Anyway?* for its value in stimulating your creativity and enhancing the tools in your sales and service tool kits. ■

Craig Harrison is a professional speaker, corporate trainer and communication consultant who makes customer service and communication fun and easy. Contact him at (510) 547-0864 or [Craig@ExpressionsOfExcellence.com](mailto:Craig@ExpressionsOfExcellence.com) for help in improving your sales and customer service orientation and communication skills. Visit his website at [www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com) for more resources.



# Become An Improv-Master

## LEVERAGING IMPROVISATIONAL TECHNIQUES

### FOR WORKPLACE SUCCESS!



#### WHAT IS LIFE IF NOT A SERIES OF IMPROVISATIONAL SITUATIONS?

How we improvise — when flights are cancelled, roads are closed, budgets are slashed or equipment breaks — spells our success or failure.

Wouldn't you like to gain confidence in your ability to create, adapt, and employ flexibility through a series of fun, educational improvisational activities.

Improv games help you improve critical thinking, tap your own creativity, build trust with others, sharpen your listening skills and so much more!



#### Learning Objectives

- ▶ Learn to generate new ideas with "Yes...and" thinking
- ▶ Experience the joys of brainstorming
- ▶ Sharpen your powers of observation
- ▶ Co-create new possibilities for your workgroup, organization or campaign
- ▶ Build trust through teamwork
- ▶ Help your partner look good; Create win-win situations
- ▶ Embrace the power of suggestion



#### How The Presentation is Delivered

This highly interactive program uses short, fun improv games to engage and explore. Debriefs after each activity help participants deconstruct what happened and recognize the transferable nature of the skills being developed.



While participants are "always at choice" and don't have to engage, the fun atmosphere and positive feedback lets everyone experience the sweet taste of success.

Games range from collective storytelling for visioning to dyad and triad activities that tap into peoples' creativity and sense of adventure. Participants are encouraged to "make mistakes" and rewarded for participating. A fun and safe environment where judgment is suspended helps people forget about "looking good" and instead go with the flow. Successes are achieved individually and collectively.

#### About Your Presenter

Trainer Craig Harrison has been using improv games, extemporaneous speaking activities and interactivity with clients for the past twenty years. His improv programs help people in sales and service to be better leaders and team members, inspire resource-strapped managers and support teachers of many ages to connect and create with fellow colleagues, co-workers and customers.

*How about you?*



## Sales Tips

Getting Past Gatekeepers  
When Calling On Decision Makers

# Don't Get Left At The Gate

by Craig Harrison

DOES IT SOMETIMES SEEM AS THOUGH DECISION MAKERS are residing in a gated community? Learn how to bypass Gatekeepers (GK) — those professionals who “guard” the Decision Makers and often run interference for them — to get in front of Decision Makers (DM).



Traditionally a secretary, administrative assistant or switchboard operator blocked entry. Now there are electronic nemeses as well: voice mailboxes and blind e-mail addresses. Yet Gatekeepers can be your adversaries or allies, depending on your approach. Your challenge: to be regarded as important enough to be allowed into their inner sanctum.

Here are my rules of thumb for “Passing Gate” and receiving consideration by Decision Makers:

#### Dos

- Turn Gatekeepers into allies: treat them with respect, humor and compassion. Their job is tough too. They get it from both ends. They are people with their own personality, not faceless obstacles to be overcome at all costs.
- Help Decision Makers look good in their manager’s eyes. Can you solve his/her problem? Let the GK know. They will “carry your torch” for you presenting you as his/her solution to the DM’s problem.
- Recognize GKs and other intermediaries as vital to your information-gathering mission. Learn more about the DM, his/her department, recent trends, internal machinations within company, from the GK. Be nice to all.
- Calling before/after GK’s shift will get you through directly. Many DMs work long hours and feel less pressured before/after hours.
- Gather information with every call you make. Ask appropriate questions and gather information about the decision maker, his or her schedule, what else is happening in the company at the time. Be attuned to insights into the psychological make-up of the person you are calling. Ask when the best (and worst) time to call is? How do you pronounce your DM’s name? Does he or she prefer an informal name — “T” for Hortense or Condy for Condelezza?

- Utilize multiple forms of communication to make contact. Use calls, postcards, faxes and e-mails. Ask GKs and DMs about their preferred ways of communicating.
- The phrase “returning his/her call” upgrades your call’s importance in GK’s eyes. Use it to indicate past history.
- When leaving repeated voice mail messages, list a different benefit you provide during each message, as a way to both qualify and distinguish yourself.
- Keep your messages succinct: be short and sweet.
- Stay upbeat — even if it’s the 10th unreturned message you’re leaving.
- Be creative/funny/distinguishable so as to get consideration.
- Humor works. Self-effacing humor and humor in solidarity with the Gatekeeper help open doors.
- When all else fails, have your Gatekeeper call theirs!

#### Don’ts

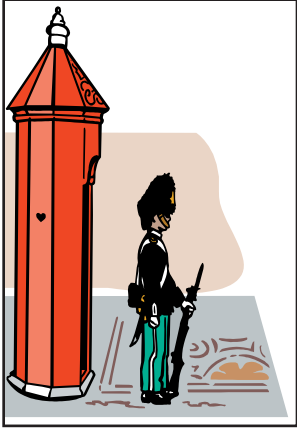
- Call and claim you’re family, or claim to be calling from the police, IRS or FBI.
- Become surly, rude or sarcastic. It’s a turn-off and suggests immaturity and a lack of flexibility.

- Avoiding filling up your recipient’s voice mailbox with long and detailed messages. It’s inconsiderate and shows bad judgment on your part. Use your short elevator speech instead (see article “Push the Right Buttons: The Elevator Speech” in *Transaction World*, February 2001, volume 1, issue 1).
- Don’t make the Decision Maker wrong for not being there to answer you in person, or for not having responded yet. Believe it or not, you’re not the center of their universe!
- Avoid using clichés and following scripts. Show some personality and spunk such that you’ll stand apart from the crowd when you call and be memorable when they decide who to call back.

Treat others like the valued individuals they are and remain confident you’re someone whose call Decision Makers will be glad they took. ■

As a self-employed speaker, trainer and consultant on communication topics, Craig Harrison is simultaneously a Decision Maker, Gatekeeper and caller on a daily basis. He may be reached at 888.450.0664, or via e-mail at [craig@craigspeaks.com](mailto:craig@craigspeaks.com). Visit his website at [www.craigspeaks.com](http://www.craigspeaks.com).





# DON'T GET BLOCKED AT THE GATE: BYPASSING GATEKEEPERS TO CLOSE DECISION-MAKERS!

Does it sometimes feel as though decision-makers are living in a gated community to which you are missing the key? More and more, decision makers are protected by gatekeepers of all types: executive and administrative assistants, telephone operators, voice mail and caller ID. This program fortifies you with techniques, strategies and actual phraseology for bypassing, enlisting and enrolling gatekeepers to advocate and champion your cause to decision-makers.

## Strategies for Sales Success

This informative program helps attendees identify who they are, how to position themselves and how to call — on the phone and in person — to connect with decision-makers. It addresses what to do, and what *not* to do, to reach and close decision-makers.

## Learning Objectives

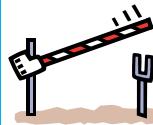
- ▶ Learn numerous tips to turn gatekeepers into allies
- ▶ Leverage humor, creativity and topicality to stand apart from others and connect
- ▶ Understand the role of pre-call research and power of inquiry to gather key information
- ▶ Utilize *the power of politeness* to bond
- ▶ Avoid nine common pitfalls that alienate listeners and thwart your sales efforts.

## How the Presentation is Delivered

This interactive session engages participants in role plays where they actually make calls to each other to practice bypassing, engaging and enlisting gatekeepers and building rapport with decision-makers.

Craig's stories, instructions, and live coaching help participants immediately replicate skills taught to internalize their learning.

Whether you are a salesperson or not, a job-seeker or excessively shy, this program will teach you skills, give you confidence and even help you develop a script to speak with poise and assuredness.



## About Your Presenter

Craig Harrison founded EXPRESSIONS OF EXCELLENCE!™ to provide sales and service solutions through speaking. He is a past president of the NATIONAL SPEAKERS ASSOCIATION'S Northern California chapter, has been profiled in the *Wall Street Journal*, interviewed by *BBC Radio*, quoted by *Selling Power* magazine, and published extensively on sales topics.

Craig has delivered sales training to professionals worldwide, training sales forces, call centers, job seekers and other groups of professionals to navigate gatekeepers on their way to reaching and closing decision-makers.



# THE TAO OF NETWORKING: WHEN NETWORKING ISN'T WORKING FOR YOU!

## 9 MISTAKES TO AVOID & 26 NETWORKING TIPS FROM A TO Z



NETWORKING IS NOT about who collects the most business cards, attends the most events or has the largest database. True networking isn't about you. It's about both of you! It's about how you create win-wins with those you network with. Done well, you grow your business as you generate powerful referrals that develop into long-term relationships with clients, colleagues and others you're networked with.

### The Net Effect...Business Growth



Grow your business through effective networking: with clients, colleagues and strangers you meet at conferences and conventions and wherever you gather! Build trust, confidence and visibility as a professional through focused networking in a conscious manner.

### Learning Objectives

- ▶ Avoid the nine most common networking mistakes of the self-centered, insincere and out-of-integrity set;
- ▶ Leverage elevator speeches, tag lines and "success" stories to stand out from the crowd;
- ▶ Employ the power of inquiry: use key questions and compliments to draw out, qualify and warm others in conversation;
- ▶ Understand the Tao of Networking;
- ▶ Learn to speak the language of Benefits, Outcomes and Solutions (instead of Features).

### How the Presentation is Delivered

This fast-paced session employs interactive interludes where participants incorporate just taught techniques as they network within the room!

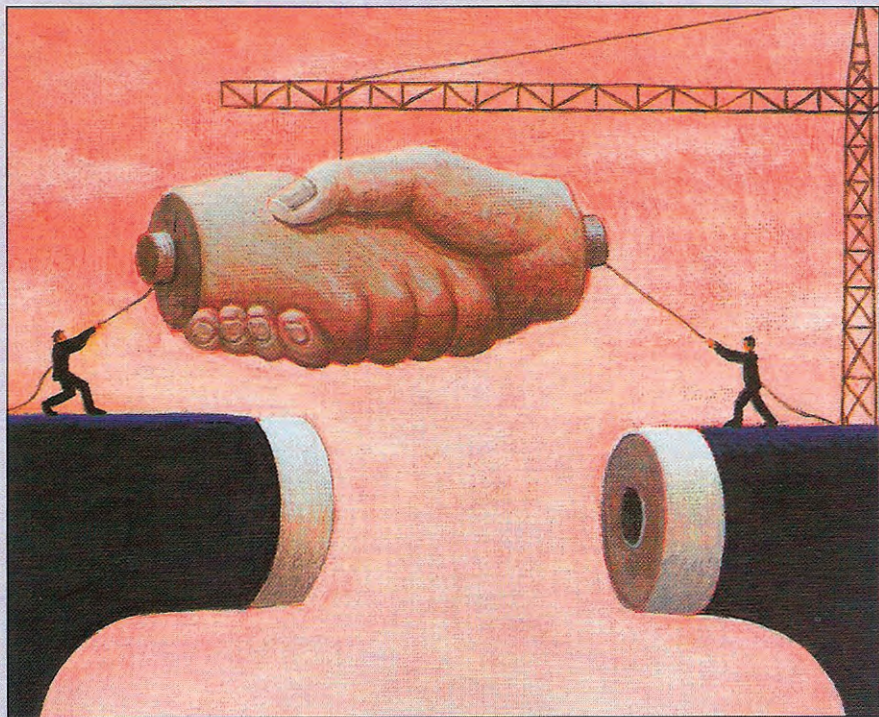
Participants become fluent at introducing themselves to strangers, and strangers to third parties. They also build confidence in finding commonalities, making small talk, disengaging politely and changing the subject to avoid particular topics, take the conversation deeper or alternately, lighten it as appropriate.

Using Craig's instructions, stories and live coaching, participants replicate skills taught on the spot as they network for success through simulated networking events.

### About Your Presenter

Craig Harrison has trained Chambers of Commerce, Convention and Visitor's Bureaus, hospitality, sales and entrepreneurial organizations on effective networking techniques.

A past president of the NATIONAL SPEAKERS ASSOCIATION's Northern California chapter, Harrison has been profiled in the *Wall Street Journal*, interviewed by *BBC Radio* and published by the *San Francisco Chronicle* and numerous publications worldwide on various aspects of effective networking.



## *Is Networking Not Working For You?*

# 9 MISTAKES NETWORKERS MAKE

by Craig Harrison

EFFECTIVE NETWORKING  
EXPANDS YOUR CIRCLE  
OF CONTACTS, AND  
BY EXTENSION, YOUR  
SPHERE OF INFLUENCE.

I attend a variety of networking events and marvel at the basic and banal mistakes I see would-be networkers making. It's enough to make me want to write an article!

Networking is about meeting new people, letting them meet you, and prospecting for sales, jobs, contracts, clients and more. Ineffective networking tires you out and discourages you by its lack of productivity. Worse yet, on occasion, you can actually leave a bad impression with strangers. Beware the following networking mistakes.

### **Bad networkers mumble!**

A mumble is a speaking stumble. People mumble their name, their occupation and their titles all the time. Your name is irrelevant if we can't hear it.

You've been saying your name all your life so you may be bored with it, yet we may only hear it once. State your name clearly, slowly and in a way that we can repeat and remember it. It's your lifeline to contact. Take care in stating it.

### **Poor networkers don't emphasize the benefits, just the features of what they do.**

Remarkably, too many salespeople still focus on the features of their products and services instead of the end-results. Customers buy benefits, solutions and outcomes. Speak their language by focusing on what you and your line can do for them, not what it can do or how it does it. Example: It's about the results of your new POS device, not its bells and whistles. How does it increase or expe-

dite sales and what is the resulting ROI to its users?

#### Monotonal delivery.

If you can't convey your qualifications, passion and your product or service's viability in 30 seconds you've lost. Use vocal variety, intonation and enthusiasm to speak confidently about yourself, your products and services. (Toastmasters, [www.toastmasters.org](http://www.toastmasters.org), can help you improve your conversational voice.)

#### 'Spiel' too long.

Networking is not speechmaking. You have a finite window of opportunity to introduce yourself and your offerings, and glean a few details about the person you're talking to, their needs and wants. You can't recite a datasheet, tell your life story or otherwise drone on. Keep it short and sweet!

#### Unfocused conversation.

Networking is a chance to demonstrate focus, drive and confidence. Aimless rambling is pointless, and suggests you're not a focused professional. Showcase your communication skills by expressing yourself succinctly and ask precise questions.

#### Leakage.

Is there is an inconsistency between what you say and what you do? Your card may say one thing about you, your clothing suggests something else and the language and vocabulary you use further confounds strangers in getting a fix on who you are, what you are about and your competency level. Strive to send consistent messages verbally, non-verbally and in your collateral materials and correspondence. When everything works together, the sum is greater than its parts.

#### You don't mind your manners.

Bad networkers can't make small talk, don't show an ability to exchange pleasantries and interrupt others. Can you gracefully engage and disengage from conversations? Are your questions intrusive and your answers curt? Are you showing proper respect for the stranger you've just met? Or are you singing Opera? If so, your tune is familiar: It's "Me-Me-Me-Me-Me!"

#### Slinging Slang.

Many networkers profess to have excel-

## 26 TIPS FOR NETWORKING SUCCESS

### Networking From A to Z

- Arrive early for best results.
- Be a good listener.
- Clearly enunciate (your name, your words, your sentences...).
- Don't interrupt.
- Exude confidence in your communication and how you carry yourself.
- Focus on your conversational partner (not those around him or her).
- Gather information about your conversational partner from questions, observations.
- Help your listener remember you by what you say and how you say it.
- Inquire about them. It's all about them.
- Jump-start conversations with questions, compliments or engaging statements.
- Know how you can best help others.
- Listen actively (through the use of using gestures, facial expressions, body language).
- Make and keep eye contact.
- Never stare or crowd your conversational party...respect their personal space.
- Open-ended questions generate valuable insights.
- Presentation skills matter! Polish yours.
- Questions keep your dialog going. When it stalls, ask more.
- Respect others' time by being focused.
- Study non-verbal cues of your listener: do they agree, care, understand?
- Think before you speak.
- Uncover their needs, pain, problems that you can solve.
- Value their time by not monopolizing it.
- Write a thank-you note or e-mail to follow up with strangers you meet.
- X is a variable whose value is unknown. Get to know others to appreciate their true value.
- You are unique. Showcase your uniqueness through your style, what you say and do.
- Zzzzzz. What they'll do if you can't keep 'em awake with mutually beneficial conversation!

lent communication skills yet use slang or mispronounce big words when little words are better. Beware the use of contractions, excessive acronyms and name-dropping too. Don't tell us what you're gonna do! I would like to hear what you are going to do instead. (E-mail [slang@craigsspeaks.com](mailto:slang@craigsspeaks.com) for more tips on polished speech.)

### Disrespect the Tao of Networking.

Networkers who are obsequious to those they believe can help them, yet rude to those they believe can't help them, disrespect networking. I've had networkers disparage the last person they met while in conversation with me. I was afraid to let them go for fear of what they would next say about me! That's antithetical to the spirit of networking. One networker took my card and, in front of me, wrote the

letter A on it, and boasted he was "putting me in his A list." Let's just say he was clearly the biggest A I met that night! Learn from the Japanese culture which respects the business card as an extension of the individual it represents. Don't write on it in front of others, read and react to it with proper respect, and yours will be similarly received. ■

San Francisco Bay Area-based Professional speaker Craig Harrison founded Expressions of Excellence™ to provide sales and service solutions through speaking. For information on keynotes, training, coaching, curriculum for licensing and more, call (888) 450-0664 or visit [www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com) or E-mail [excellence@craigsspeaks.com](mailto:excellence@craigsspeaks.com) for inquiries.





# Presenting...You!

## Professional Coaching To Help You Deliver Powerful Presentations



**you've dreaded this day all your life!**

So you have to make a presentation... fear not, fret not, for success is within your grasp!

Many intelligent, well-spoken professionals are reduced to nerves and numbness when pressed to make a formal or public presentation.

Presentation skills are an acquired skill. With training, coaching and practice you can connect with your audience and communicate with impact. Why not add excellent presentation and public speaking skills to your communication portfolio?

Presentations take many forms: executive briefings, sales rallies, staff meetings, town and association meetings, mixers and special events. Learn to tailor your presentation to your audience, environment, theme and objectives of each situation! You can motivate, educate, inspire and persuade, and even be yourself! Coach Craig show you how!

### Learning Objectives

- ▶ Seven dynamic openings to capture an audience's attention
- ▶ Methods to convey sincerity and earnestness
- ▶ Structures for writing powerful speeches
- ▶ How to involve and engage your audience
- ▶ Using facial expressions and body gestures to enhance your message
- ▶ Avoiding "Death By Powerpoint" — all about visual aids
- ▶ Handling difficult questions and questioners adeptly
- ▶ Tips for handling impromptu speaking situations
- ▶ Spicing up technical presentations



### How The Coaching is Delivered

You speak, Craig coaches. We will script, rehearse, videotape, review and hone your presentations for maximum impact.



Coaching extends from speech scripts and language used to deliver style and cadence, vocal variety, use of pauses, building of suspense, use of humor, ways to close for impact and much, much more.

You will also receive instruction in what to do when things go wrong, how to seemingly speak "off the cuff," handle questions and answers adeptly, how to handle technology and other snafus, and advanced techniques for persuading, inspiring, motivating and closing audiences!



### About Your Coach

The 2004-05 president of the NATIONAL SPEAKERS ASSOCIATION'S Northern California chapter, Craig Harrison has literally helped thousands to speak better!



Chairpeople of boards, directors, managers, coaches, salespeople and business owners have all benefited from Craig's coaching. Craig has coached executives, politicians and professional athletes to communicate with clarity and confidence. Let Craig help you craft powerful presentations.



When not coaching, Craig speaks to and rains a multitude of professionals and companies in myriad industries. Among his clients: Pfizer, United Airlines, US Department of Energy, Chevron, Clorox, Hitachi, US Army, University of California campuses and numerous associations.

# Craig Harrison's Popular Storytelling Presentations



- Speaker
- Trainer
- Coach
- Consultant

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Berkeley, CA  
94705-0965  
USA

(510) 547-0664

Craig@  
VoiceOf  
CustomerService  
.com

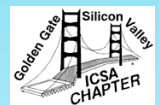
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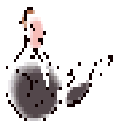
**Past  
President  
NATIONAL  
SPEAKERS  
ASSOCIATION,  
Northern  
California  
Chapter**



## Sales Through Storytelling!

### Story Tell, Story Sell

Leverage the power of storytelling to powerfully sell your products and services. Share past successes using Craig's simple storytelling format. Your memorable stories will resonate emotionally with listeners, showcase qualities, skills, experience and values, and lead to more sales!



## The Leader As Storyteller!

Learn to use stories to lead, inspire and mobilize your organization to success. Whether you tell creation stories about the origins of your company, use cautionary tales, "just so" stories, or powerful personal stories of sacrifice, ingenuity and creativity to inculcate values, you will open hearts and mind in new ways through the power of parables and other stories.



## Prospecting Your Past for Hidden Story Treasures

Discover past personal stories you can polish and share with others to teach, inspire and entertain. Uncover "homegrown" humor from your own life, look with new eyes at disappointments, missteps and mishaps, and even tragedy (which, over time may turn into comedy). Explore the universal values, lessons and learning points embedded in your own personal stories.



## Become An Improv-Master

Harness the power of Improvisation (AKA "Improv") to unleash creativity, sharpen listening, build rapport, deepen trust and team with success. Learn to *accept the offer*, replace *Yes, but* with *Yes, AND*, and *help your partner look good* in this interactive program full of fun games done as a group, in dyads and triads. It's time you act *in the moment!*

“Once Upon a Job...”

# SALES THROUGH STORYTELLING: *STORY TELL, STORY SELL*

“It reminds me of a recent client...”



## Harnessing the Power of Storytelling To Sell Your Consulting Services, Skills And Products

One of the most powerful ways to connect with prospects, customers, clients, colleagues, co-workers and others is through storytelling. As humans we're hard-wired for stories. We're conditioned to respond to them...and we do!

### Why Stories Work

Stories resonate with listeners. They allow the listener to connect emotionally with the storyteller. Listeners hear themselves in the stories they are told. Best yet, stories are memorable. Facts and figures are forgettable. A good story is remembered and retold. And here's a secret: you have a storied past!

### Success Stories Sell

“Success” stories succinctly showcase your skills, past accomplishments, values and style. Through your story, a listener can easily gauge your professionalism, confidence level and acuity, and so much more. As a result, they like, trust and buy from you!

### Learning Objectives

- ▶ Use Craig's Setting-Situation-Solution telling format
- ▶ Mine your past for “success” stories
- ▶ Learn to tap universal themes through your stories
- ▶ Receive tips, coaching and practice telling yours

### How the Presentation is Delivered

Participants take past accomplishments and tell the story behind them, using Craig's format and template. Craig shares sample stories to showcase multiple qualities and helps each attendee craft theirs. An extensive worksheet assists attendees in inventorying skills, developing and then delivering their stories live!

### About Your Presenter

Craig Harrison has been telling stories since he went door-to-door at age eleven selling Recycled Jokes. He's told stories in China, Jonesborough, Tennessee and throughout North America.

The founder and principal of the training firm EXPRESSIONS OF EXCELLENCE!™, Craig is a past vice-chair of the STORYTELLING ASSOCIATION OF CALIFORNIA, founder of the NATIONAL SPEAKERS ASSOCIATION's Storytellers Professional Emphasis Group (PEG) and past president of the NSA's Northern California chapter.

Craig's articles and stories have appeared in *Storytelling*, *Storyline*, *Transaction World* and *Toastmaster* magazines, and he's helped corporations, government agencies, associations and non-profits tell success stories to win contracts, jobs, promotions and more.

Let Craig will help your group tell their stories with signature style and ease.

# Story Tell... Story Sell!

*by Craig Harrison*

Nothing succeeds like success! And in sales, nothing succeeds quite like success stories.

Are you sharing yours? Why not?

The secret is in how you share your successes.



LEARN TO TELL THIRTY-SECOND "SUCCESS STORIES." During sales calls, a quick-hitting story can make or reinforce a point in memorable fashion. Success stories may be told in response to a question, to serve as a testimonial, or even as an aside. Did you know you have a storied past?

Stories work for several reasons: they're more memorable than numbers, names and dates; and listeners enjoy the drama: a problem followed by a solution, a mystery solved with a twist, or a creative workaround to a seemingly insurmountable obstacle. Also, your listener can find him or herself in the story. A good story will resonate with prospects.

According to Gay Ducey, a Past President of the National Storytelling Association, "We're wired for stories, individually and collectively. Since the time of Odysseus we've been told stories. Since we were little kids we've been read and told stories. This is how we've been conditioned to learn; our morals and our values are taught through stories."

Look at your sales history and pick out an accomplishment. Now tell the story behind the accomplishment. It states that you helped a past client increase sales 60%. But tell how you did it. Cite a "before vs. after" description. What was the secret? Stories that reveal secrets captivate.

#### The Three S's Of Success Stories

Success stories offer a setting, a situation and a solution. Remember, you're the hero of your stories. Your decisions, actions and insights made the difference.

Here is an example:

"We recently received a call from a merchant unhappy with their current vendor. They were paying high fees, receiving poor service and experiencing frequent security breaches. In short order we were able to launch a wireless processing system that was more secure, more reliable and even less expensive. Through customization we were able to address their foreign and domestic needs, which is a strength of ours."

Not only does this success story demonstrate an ISO's ability to solve problems, it showcases an understanding of business, markets and methods.

Stories can demonstrate your professionalism, customer service, researching ability, creativity, problem solving inclination or other strengths. Here are a few examples:

- Your analysis of existing processing statements and identification of cost savings
- Your experience with a variety of systems and payment methods: credit, debit, phone and gift cards, etc.
- Your skill in designing billing systems that cross borders and time zones and convert currencies

Review your past work history and identify the stories within each accomplishment. Now tell them to others. Don't forget the moral to your story: the point the story tells about you (and your firm), your skills and credits. And remember, yours is a never-ending story. ■

Craig Harrison is a professional speaker, corporate trainer and communication consultant who makes customer service and communication fun and easy. Contact him at 888.450.0664 or through [solutions@craigsspeaks.com](mailto:solutions@craigsspeaks.com) for help in improving your customer service orientation and communication skills. Visit his website at [www.craigsspeaks.com](http://www.craigsspeaks.com) for more resources and solutions.





# LISTENING: The Forgotten Communication skill



Contrary to popular opinion, the key to communication is not what you say, but what you hear. LISTENING skills, not speaking skills, hold the key to your success. How does that sound to you?

Miscommunication as a result of poor listening skills costs millions of dollars, countless hours of wasted time, and even the lives of others. Have I gotten your attention yet?

Author George Bernard Shaw opined that “the biggest problem with communication is the illusion that it has taken place.” How do you know others hear your message?



Are you hearing theirs? How well is listening valued in your organization?

## Learning Objectives

LISTENING isn't a passive skill. It takes intention, concentration and practice. Yet its benefits are tangible: better productivity, improved teamwork, less dissension, higher retention and much much more. In this program you will:

- ▶ Learn the difference between hearing and listening
- ▶ Become expert at active listening
- ▶ Uncover meta-messages embedded within each message
- ▶ Understand gender differences in communication styles
- ▶ Enhance your stature with peers as a powerful listener
- ▶ Master listening skills in meeting situations



## How This Presentation Is Delivered

Role plays, scripts, stories, fun assessments and exercises all make this training fun, interactive and replicable.

## About Your Presenter



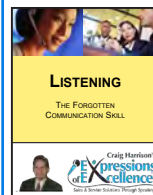
CRAIG HARRISON founded EXPRESSIONS OF EXCELLENCE!™ to help professionals express their sales and service leadership. Through dynamic keynotes, interactive training, consulting, coaching and special events Craig inspires and motivates professionals to shine. Results are immediate and lasting too.

Craig is past president of northern California chapters of the INTERNATIONAL CUSTOMER SERVICE ASSOCIATION and the NATIONAL SPEAKERS ASSOCIATION. His clients include PFIZER, WILSON SPORTING GOODS, CHEVRON, CLOROX, NOLO PRESS, HILTON HOTELS, GSA, HSMIAI, SGMP, MPI, CALSAE, and HITACHI AMERICA.

Craig is the author of *Stellar Service!*



He also designed and teaches a popular one-day course on listening, as well as related courses on workplace communication skills credibility and persuasion skills.

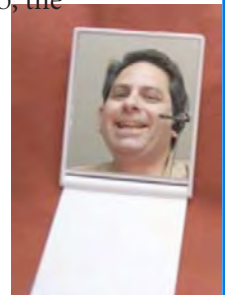


His articles and columns have appeared in *Support World*, *Transaction World*, *Executive Excellence* and *Customer Service* magazines.

He's also been profiled in the WALL STREET JOURNAL, quoted by *Business Week*, interviewed by BBC RADIO, the *San Francisco Chronicle*

and *Orange County Register*.

**Invest in listening skills today!**





# JEST PRACTICES: Humor in the Workplace!

CRAIG HARRISON



What one essential ingredient can increase productivity, enhance team building, encourage creativity and improve esprit de corps in the workplace? You guessed it...hUMor !

Humor has physiological, psychological and practical benefits. It helps us clear our heads, stimulate mentation, and entertain ourselves and our co-workers. It makes hard tasks easier and actually creates an environment conducive to success. Just as an apple a day keeps the doctor away, so too does a fun environment keep a workforce happy and healthy. It's no coincidence that when the humor quotient rises the absentee rate declines and retention rates rally.

JEST PRACTICES shows you how to introduce fun, laughter and appropriate humor into your work environment. It helps you recognize and value your own humorous side, while also facilitating teamwork and the appreciation of others. Learn from the JEST PRACTICES of other successful organizations too.



## Learning Objectives

- ▶ Learn five ways to enliven your work environment
- ▶ Discover six methods of invigorating meetings with humor to engage participants
- ▶ Develop daily practices for loosening up at and beyond work
- ▶ Glean techniques for breaking out of ruts
- ▶ Differentiate between humor's use as a shield, a sword and a bridge



## How the Presentation is delivered

Examples, worksheets, role plays, improv games and anecdotal stories all help audience members appreciate ways of utilizing humor to help relieve stress, relate better to co-workers and maintain equilibrium in pressure situations.



## about Your Presenter

Since the age of eleven when he went door-to-door selling "Used Jokes," Craig has been employing humor to entertain and educate his audiences to express their excellence. In 2003 Craig founded [www.LAUGHLOVERS.US](http://www.LAUGHLOVERS.US) in the SF



Bay Area to promote humor in the workplace. it inspired similar groups across the US and in Shanghai!

In 2004-05 Craig served as president of the NATIONAL SPEAKERS ASSOCIATION's Northern California chapter.

Today Harrison trains and coaches professionals in high-tech, banking, medical and other fields to not only communicate with confidence and clarity, but with levity too!

Let him enliven your workgroup or audience to help them express their excellence.

To read some of Craig's humorous stories and articles on humor visit this link:

[www.ExpressionsOfExcellence.com/articles.html#Humor](http://www.ExpressionsOfExcellence.com/articles.html#Humor)

