

# Troy Hazard



REAL EXPERIENCE  
REAL IMPACT  
REAL CHANGE

## Revenue Through Relationships Developing Significant Customer Connection

In a world of connectivity, why is it that we sometimes fail to really 'connect' as humans? In our personal lives we all enjoy relationships that revolve around authenticity, honesty, openness, vulnerability, and respect. Yet in business we often treat the development of key relationships as a mechanical, somewhat technical event, as opposed to an emotional bond with another person. Why?

Given the new normal for business is faster, better, yesterday, it's no surprise that the way we interact with our customer base has changed. However, the core reason for them wanting to connect has not.

Troy will demonstrate how to develop effective and efficient strategies to embrace the true emotion of a relationship in business and harness that with the technology we have come to rely on so heavily.

He will offer real world examples of what he has done in his businesses to not only stay relevant to his customer base, but also remain significant, in turn facilitating extraordinary growth.

Troy's presentation delivers answers for how to:

- Identify the 5 key reasons why people do business with you.
- Use the new voice of word of mouth.
- Talk TO your customers not AT them.
- Maintain relationships that are emotive, distinctive, and collaborative.
- Develop the 6 relationships that drive revenue in your business.
- Share and create a culture of conscious collaboration.