



## Compellications™ Team Building & Marketing Workshops, Retreats and Keynotes

### ***Ditch your value propositions... Crystalize your Compelling Value Connections!***

To increase productivity and profitability, to increase sales, and to grow your business, clarify, crystalize, communicate and connect your compelling value.

Connect your people to you and your organization.

Connect team members to their work and to each other.

Connect your customers, clients, and/or members in meaningful and compelling ways.

Connect, align, and *keep* your best-fit customers and team members.

The marketplace is fickle. Create the glue that differentiates and elevates your company or organization. Compel your customers and your team members, respectively, to *Buy In & Buy™*, remain loyal, and advocate for your win!

### **3 Dynamic, High-Impact Workshops with *In-The-Room Results™* and Takeaways**

#### **Compelling Value™: Team Building/Culture Building Workshop:**

Pull your teams together and in your direction in powerful, clarifying, bonding workshops. Crystallize your value connection. Connect your people—*especially millennials*—to you, to your vision, and to each other. Foster engagement and alignment. Capitalize on each team member's innate drivers and place your people in their power zones. Compel your team members to buy-in, stay with you and excel.

**Takeaways:** Compelling business/personal value statements for bios, LinkedIn profiles

#### **Compelling Value™: Marketing, Messaging & Sales Workshop:**

Together, with your teams—rather than an outside, ivory tower agency—generate authentic, repeatable, *compelling* marketing and sales messaging. Crystalize and communicate your value connection. Connect your people to your messaging. Attract and connect with loyal ideal clients and customers. Arm them with precise words they can use to rave about you!

**Takeaways:** Compelling sales and marketing content for website, bios, proposals, business development and growth

#### **Compelling Value™: Compelling Communications Skills Workshop:**

Especially impactful for new leaders, sales leaders and marketing professionals. Hone your internal and external communications skills. Raise your in-person, email, and online—and *yes, phone* technique—to the level of compelling. Cultivate buy-in from colleagues, team members, partners and customers. Compel them to respond, and connect, and back you.

**Takeaways:** Compellications™ Toolkit, Compelling Emails, Compelling Conversations, Article: *9 ROI-Killing Habits to LOSE*.

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Speaker & Workshop Leader*

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**COMPELLICATIONS™**

*From Compelling to Excelling*

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