

# Keith Abraham

## SESSION OUTLINE:

# PASSIONATE CUSTOMERS



### CHANGE. CONNECT. CAPITALISE.



Through years of research, Keith has discovered there are 3 strategic components to creating loyal, passionate and profitable ambassadors for business.



In this session Keith will identify opportunities, emphasise the importance of a service experience, and together, develop an action plan that can be implemented from the first day back in the office.



### CHANGE

- Review what you do well, identify improvements and explore the opportunities you will create for your business when you provide a better service experience, including cross-selling.
- Develop action plans from the W.I.S.H analysis for service improvement and sales enhancement.
- Discuss the four ways to change and evolve your business to maximise current sales opportunities with clients.

### CONNECT

- Investigate the four key areas that create a service experience—*before; during; after and forever after*—to generate more business sales and referrals.
- Learn how to improve your strategic selling processes to enhance the service experience in your business.
- Explore the four contact strategy types—*face-to-face; ear-to-ear; mailbox-to-mailbox and screen-to-screen*—that are used when connecting with your clients.

### CAPITALISE

- Discover the five basic buying motives of clients and how to better connect and support them with their buying decisions.
- Identify how to capitalise on your client database by using the 10 x 10 x 10 business growth formula.
- Recognise the business growth opportunities within your existing current database, your local area and niche markets.

**“KEITH HAS A TALENT  
IN SEAMLESSLY  
INTERWEAVING KEY  
MESSAGES YOU  
WANT CONVEYED TO  
YOUR AUDIENCES  
AS PART OF HIS  
PRESENTATIONS.”**

*Anne Petracca—CEO,  
Lorraine Lea Australia*





# The Experience



## BEFORE

1. Personal briefing with Keith Abraham about session requirements and business outcomes.
2. Presentation outline developed; outline reviewed to ensure expectations are met.
3. Fully customised presentation developed, including specific business stories about your people, customers, products and industry.
4. Pre-conference promotional video for attendees (3–5 minutes) to engage with your audience and pique their interest in Keith's session.
5. A presentation workbook created for your attendees to create an action plan with and most importantly, take away the key presentation models and refer back to them.
6. Logistics meeting with Keith's team—including advance provision of travel itinerary, audio visual requirements, personal introduction, bio, photos, and any additional marketing material.



## DURING

1. Deliver a highly interactive and engaging presentation through:
  - + Audience interaction and participation.
  - + Relating key points to your people and your organisation.
  - + Utilising creative learning techniques.
  - + Embracing questions and comments from the audience during the presentation.
2. Meet with the organiser and relevant stakeholders onsite.
3. Attend scheduled AV checks, and any rehearsals required.
4. Be available in the room, 30 minutes prior to session.
5. Remain at the session, post-presentation to answer questions from delegates.
6. Most importantly, will deliver in scheduled timeframe and adjust if necessary to ensure your agenda stays on track.



## AFTER

1. 12 month email advice service where delegates can email Keith with any questions for the next 12 months.
2. To reinforce the key messages, all of Keith's programs offer the following support tools:
  - + Post-conference promotional video for attendees;
  - + Audience access to a 60 minute summary audio recording;
  - + Delegate access to the *Discover Your Passion* eBook;
  - + Access to a weekly inspirational email blog;
  - + Access to download popular activity presentation slides.
3. De-brief meeting with Keith's team to review the follow up campaign, maximising attendee value and your investment.
4. The opportunity to purchase Keith's best-selling books, in print or audio format.
5. The ability to deliver additional post-conference videos, or audio messages.
6. The potential to host a Peer Idea Exchange Workshop.

