

# ▶▶ **Fast Forward Selling<sup>SM</sup>**



**Lois Creamer works with organizations that want to fast forward their selling in order to increase sales and profits.**

## **What clients have to say**

*Thanks so much for leading my Presidents Roundtable group on the importance of positioning. They were “buzzed” by your message, style and personal examples. It was so interesting to see presidents of companies struggle with the fundamental questions of who they are, what they do, and how they want their businesses to be perceived in the marketplace. You are the only speaker we have had where the response was “We want follow-up !”*

—MICHAEL HESS  
Business Owners International

*Many of our members plan to incorporate your ideas into their businesses. You supplied illustrations and the building blocks for crafting a positioning statement. Thank you again for your great speech, your professionalism and your sense of humor.*

—BEVERLY BERNER  
National Association of Women Business Owners

*You did a masterful job of intertwining humor, practical tips, personal experiences and valuable resource recommendations. I think your emphasis on branding and your explanation of how professional services firms can stand out in a crowd were excellent.*

—DAN COUGHLIN  
Institute of Management Consultants

*I would recommend you to any group or company who wants some real insight into growing their business. I came away with a whole laundry list of things to do!*

—JUNE VAN KLAVEREN  
Home Based Women Entrepreneurs

*Choose from three high content programs*

### ▶▶ **Fast Forward Selling<sup>SM</sup>**

- Develop a memorable positioning statement
- Increase repeat and referral business
- Qualify prospects faster and more effectively
- Get to the real decision maker
- Develop prospecting skills
- Answer sales objections and close more sales

### ▶▶ **Fast Forward Branding<sup>SM</sup>**

- Differentiate yourself and build brand awareness
- Get in sync with your target markets
- Benchmark against the best in your industry
- Be the name your prospects think of first

### ▶▶ **Fast Forward Success<sup>SM</sup>**

- Define success by your own standards
- Learn how others have defined their success
- Hear success stories that will uplift and motivate
- Learn how to measure success

Lois Creamer speaks from experience! Her common sense ideas and high-energy approach make her a perfect choice for anyone who wants to learn new strategies that can be implemented immediately. Clients have adopted her philosophy of concept and outcome marketing to grow their businesses and increase their profits. She is the author of *Working Smart, Not Hard*, as well as several audio programs.

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