

## BILL CASKEY

### SPEAKING TOPICS

#### The Self-Image Dilemma

Corporate business today has a dilemma. Most people in your organization know what to do, but they don't do it. Internal resistance, lack of clarity of exactly how to do things, and a general resistance to **new thinking** is at the heart of the problem. Much of what holds us back is our limited image of "self."

Psychologists tell us that "it's impossible for us to act in a manner inconsistent with our self-image." And this holds us back. Once we expand our image of who we are in the business world, our actions will become consistent with that.

In this talk, Bill gives 5 strategies that will expand what's possible for your team by expanding their image of themselves.

Think what would happen to your teams if they not only knew what to do, but executed properly and consistently. Higher revenue? Improved profitability? A high performance culture? And the issue is quite simple to solve, if you have the right framework.

#### "Everyone Sells. Everyone Influences"

Whether you have a sales team, a business development group, or client success people, the fact is that everyone influences some thing or some body. It's inexcusable for your people to not know **exactly** how to influence.

The fact is the word 'sales' scares people. But it shouldn't. Bill has helped hundreds of companies reframe **selling** in the correct way. When you do, people will be on fire to deliver your unique message to the marketplace and generate the results that come from that passion.

Think what would happen to your business success if you could get everyone on your team better at communicating your company value and influencing customer decisions.

#### "Avoid The Commodity Dungeon"

At some point, every market becomes a price market. But you've put too much value into your product, service and delivery to play the price game. It is a race to the bottom. Terrible for morale. And worse for margins.

In this presentation Bill highlights 10 Strategies that you can use to get out of the commodity dungeon, where only price matters - and command a premium for your unique value. You deserve it.