

Eight (8) Tips from America's Foremost Authority on Selling Value

by
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Short Description of the Presentation:

This presentation is unique as it features short segments from eight of Don Hutson's full presentations. Each short segment will provide dozens of ideas to make your company more profitable. This presentation is not only highly entertaining; it will provide information that can be put to immediate use within your organization.

One Minute Entrepreneur

- Trend tracking
- Leading with your ears
- Building trust

Five Star Customer Service

- Exceeding expectations

The Power of Motivation (cut the end when music starts)

- No unrealistic goals just unrealistic time frames
- Internalizing motivation

Secrets of Selling Value

- Becoming a value based communicator
- Value vs. Price

Coaching Excellence

- We vs. They
- Egomania

Relationship Selling

- Trust and stress are inversely proportional in the selling process
- Loyalty ladder

Image Variability

- Ever changing variable

Becoming a Leader

- Create a vision
- Leadership syndrome
- Performance coaching

