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## **“Discover the Top 10 Things Clients Really Want”**

**Cliff Quicksell, MASI**  
Cliff Quicksell Associates  
[Cliff@QuicksellSpeaks.com](mailto:Cliff@QuicksellSpeaks.com)

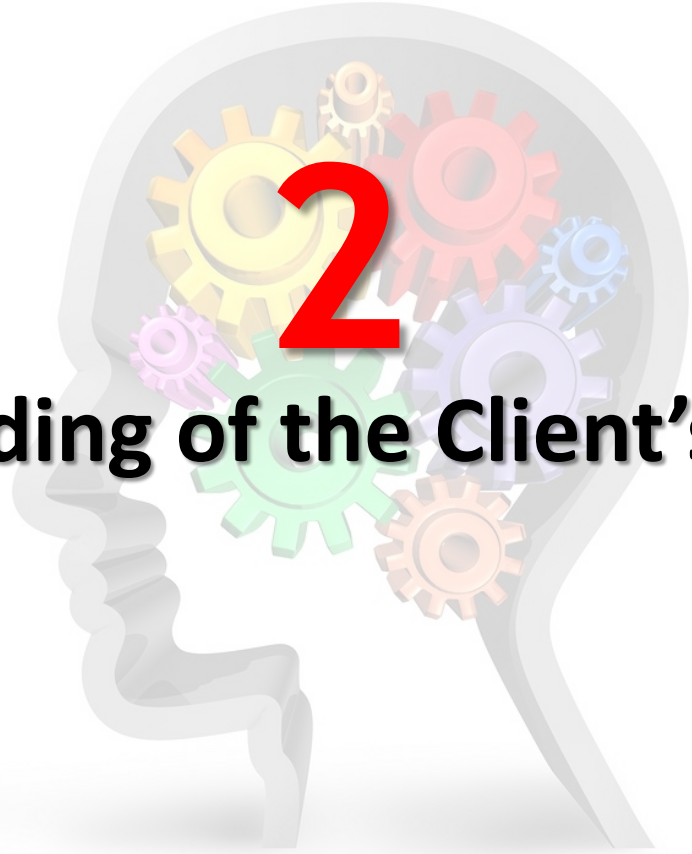


# Strong Strategic Thinker



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# Understanding of the Client's Business



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3

# Experience in the Client's Industry

E X P E R I E N C E



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# 5

## Ability to Think Outside the Box



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6

# Proven Success with Clients



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7

# Ability to Measure R.O.I. & R.O.O.



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# Creative, Memorable and Measurable...yet simple!



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Creative, Memorable  
and Measurable!

“Reactivation Program ”



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# 8 Success

## Clear Articulation of the Company's Vision



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A hand is shown in the upper left corner, pouring water onto a row of five small green seedlings growing in soil. The background is a bright, hazy green, suggesting a sunny outdoor setting. The number '9' is prominently displayed in the center.

9

# Resources to Grow with the Client



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A chessboard with white pieces arranged in a line across the middle. The number '10' is prominently displayed in the center in a large, bold, red font. The chessboard has a checkered pattern of light and dark squares, with numbers 1 through 8 visible along the edges.

10

# Ability to Execute an Integrated Strategy



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# 8

## STRATEGIES TO ACHIEVE THESE GOALS



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**1**

**STRATEGY**

**Be Realistic**  
**...clients too**



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2

STRATEGY

# Educate Yourself Regularly



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3

STRATEGY

# Listen To Your Mentor



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**4**

**STRATEGY**

# Show Up, Every Time

**“Attitude Determines Altitude”**

~ Zig Ziglar



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# Give 5 Back

STRATEGY

**Give Back a Little  
...no, a lot!**



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# 6

STRATEGY

## Lead The Way

**Don't Chase Success Let Success Chase YOU!**



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7

STRATEGY

# Recognize Your Value



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8

STRATEGY

# Unleash Your Creativity and Passion

Make A Difference



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# Wrap Up & Questions

## Two Additional Seminars This Week

Monday, January 31<sup>st</sup>

1:30 PM to 2:30 PM

**“Differentiate or Go Home: Surviving in a Highly Competitive Market”**

Tuesday, February 1<sup>st</sup> on the Show Floor

11:00 AM to 11:50 AM

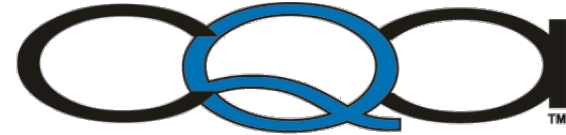
**POWER SESSION**

**“Elevate Your Brand With Creative Self-Promos”**



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Cliff Quicksell & Associates

**Cliff Quicksell, Jr., MAS**

Consultant ♦ Speaker ♦ Trainer ♦ Author

**Cliff QUICKSELL, MASI+, MAS+**

President & CEO ~ Cliff Quicksell Associates  
301.717.0615 / cliff@quicksellspeaks.com

*Author of:*

- 30 Seconds to Greatness Blog



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