



Advertising
Specialty
Institute®

“Discover the Top Ten Things Clients Really Want”

Cliff Quicksell, MASI
Cliff Quicksell Associates
Cliff@QuicksellSpeaks.com

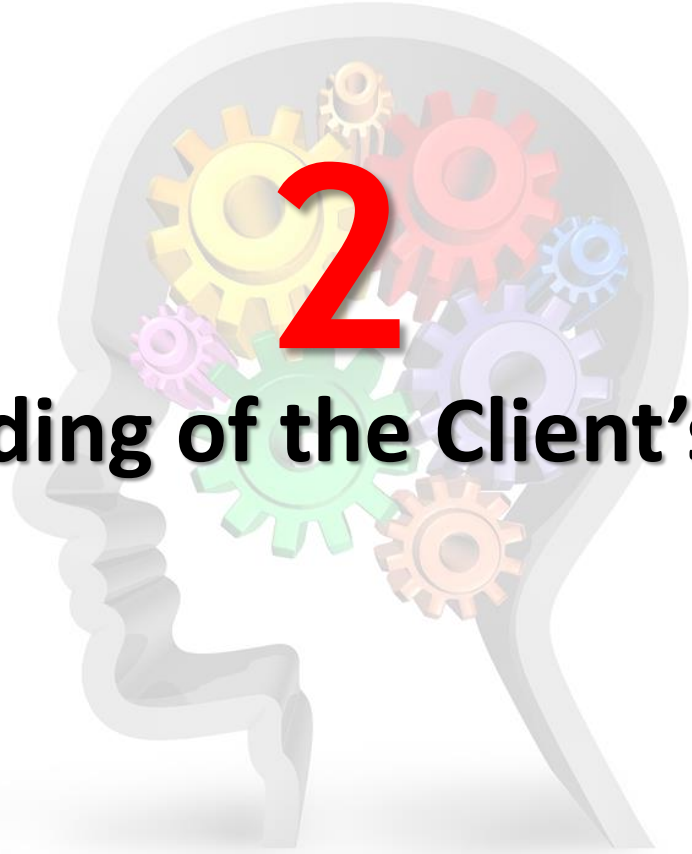


Strong Strategic Thinker



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Understanding of the Client's Business



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

3

Experience in the Client's Industry

E X P E R I E N C E



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Excellent Creative Work



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

5

Ability to Think Outside the Box



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



6

Proven Success with Clients



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

7

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



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Creative, Memorable and Measurable...yet simple!



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Creative, Memorable
and Measurable!

“Reactivation Program ”



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



8 Success

Clear Articulation of the Company's Vision



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A hand is shown in the upper left corner, pouring water onto a row of five small green seedlings growing in a row of soil. The background is a soft, out-of-focus green field under a bright sky. The number '9' is prominently displayed in the center.

9

Resources to Grow with the Client



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



10

Ability to Execute an Integrated Strategy



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

8

STRATEGIES TO ACHIEVE THESE GOALS



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

1

STRATEGY

Be Realistic
...clients too



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

2

STRATEGY

Educate Yourself Regularly



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



3

STRATEGY

Listen To Your Mentor



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



4

STRATEGY

Show Up, Every Time

“Attitude Determines Altitude”

~ Zig Ziglar



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Give **5** Back

STRATEGY

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



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

6

STRATEGY

Lead The Way

Don't Chase Success Let Success Chase YOU!



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

7

STRATEGY

Recognize Your Value



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



8

STRATEGY

Unleash Your Creativity and Passion

Make A Difference



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Wrap Up & Questions

One Additional Seminar This Week

Wednesday January 5th on the Show Floor

11:00 AM to 11:50 AM

POWER SESSION

“Elevate Your Brand With Creative Self-Promos”



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



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



Advertising
Specialty
Institute®



EVERY STEP OF THE WAY™