



Advertising
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Discover the Top 10 Things Clients Really Want

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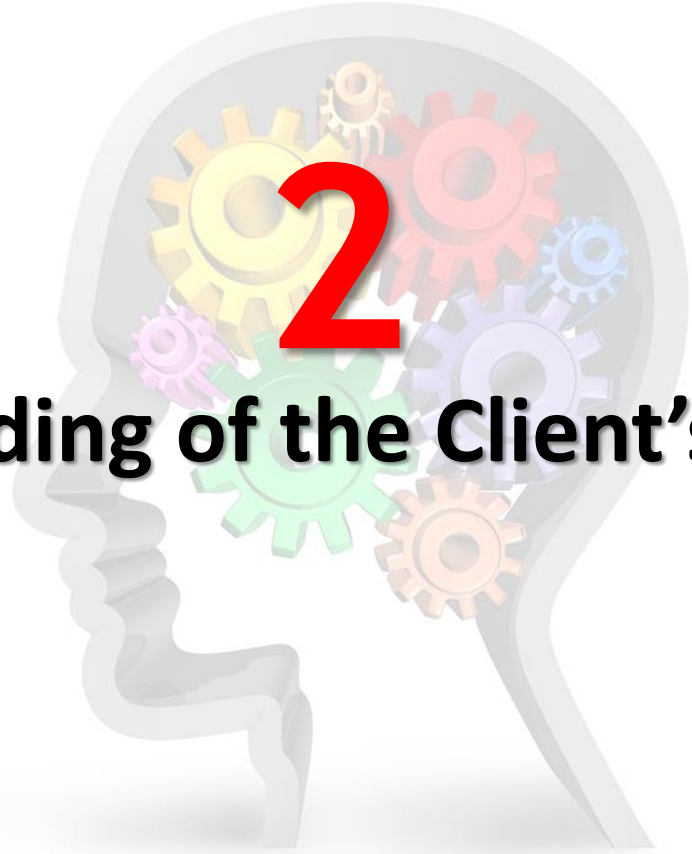


Strong Strategic Thinker



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EVERY STEP OF THE WAY™



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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4

Excellent Creative Work



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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!

“An average of **60%** appointment setting rates with Law Firms”



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8

Motivate

Vision

Success

Teamwork

Goals

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 a row on a bed 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 of the image.

9

Resources to Grow with the Client



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A chessboard with white pieces is shown from a high angle. The pieces are arranged in their starting positions. A large red number '10' is overlaid in the center of the board. The board has a checkered pattern of light and dark squares. The numbers 1 through 8 are visible on the side of the board.

10

Ability to Execute an Integrated Strategy



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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

Lis10 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

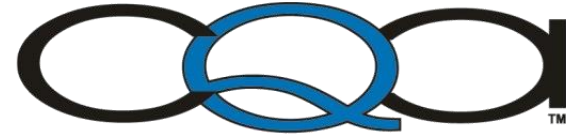
Unleash Your Creativity and Passion

Make A Difference



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Cliff Quicksell & Associates

Cliff Quicksell, Jr., MAS

Consultant ♦ Speaker ♦ Trainer ♦ Author

Cliff QUICKSELL, MASI+, MAS+

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- 30 Seconds to Greatness Blog



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Wrap Up & Questions

Two Additional Seminars This Week

Today, July 13th

4 PM to 5 PM

“Become a Strategic Salesperson & Grow Your Business”

Tomorrow, July 14th on the Show Floor

12:30 PM to 1:30 PM

POWER SESSION

“Differentiate or GO HOME: Surviving in a Highly Competitive Market”



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