

STEVE YASTROW

Creating Profitable Customer Relationships



Each one of Steve's speaking topics will be customized for your organization and can be conducted in a keynote or interactive workshop format.

Speaking Topics

Ditch the Pitch: Improvise to Sell More

Nobody wants to hear a sales pitch. When you *ditch the pitch*, you become a better persuader by engaging your customers in conversations they care about.

Key Audience Takeaways

- Understand how to capture the interest of customers without relying on a pre-written sales pitch
- Learn why persuasive conversations are more effective than sales pitches
- Gain tools to develop the skills and confidence to improvise successful persuasive conversations
- Practice six Ditch the Pitch Habits to improve their ability to sell naturally and persuade confidently

Customizable for These Audiences

- Salespeople
- Inside sales
- Customer relationship managers
- Anyone who needs to persuade customers

Value to Your Business:

- Improve sales conversion rates
- Improve performance of individual salespeople
- Increase customer loyalty
- Build customer relationships

Brand Harmony: The Connection between Employees, Customers and Results

Customers form strong brand impressions of your organization when all interactions they have with you blend in harmony to tell one clear, integrated, compelling story. How well are you creating an experience of brand harmony for your customers?

Key Audience Takeaways

- Discover how to improve results through a fresh approach to marketing and branding
- Gain insights into how to refine and communicate your brand story
- Learn methods to strengthen your brand by creating a seamless, motivating customer experience
- Understand the value of creating strong "brand habits" throughout your organization

Customizable for These Audiences

- Senior management
- Marketing team
- Broader employee population

Value to Your Business:

- Drive revenue and profits
- Clarify and strengthen your brand
- Create a more powerful customer experience
- Improve effectiveness of marketing communications
- Increase employee engagement

"In one morning, Steve re-energized the way we look at marketing. The only question we had at the end of the session was, 'When can we get him back?'"

– Doug Ducey

CEO & Chairman, Cold Stone Creamery

"Not only is Steve's content sound, but the energy he displays in delivering it will knock your socks off."

– Kathleen Phillips

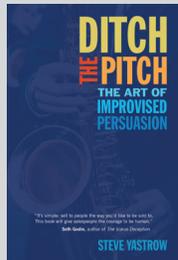
Ernst & Young, Chicago, IL

"Steve Yastrow is at the forefront of the next evolution in marketing. We have implemented many of his innovative ideas... and have seen very positive results."

– Mike Depatie

CEO, Kimpton Hotels and Restaurants

Ditch the Pitch



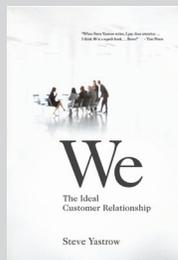
"It's simple: sell to people the way you'd like to be sold to. This book will give salespeople the courage to be human."

– **Seth Godin**, Author
The Icarus Deception

"Our customers know great hospitality, the kind that is not about selling but treating their needs as our highest priority. Steve Yastrow's teachings are applicable to any business that values long-standing success based on personal relationships."

– **Alex von Bidder**, Managing Partner
The Four Seasons Restaurant, New York

We: The Ideal Customer Relationship



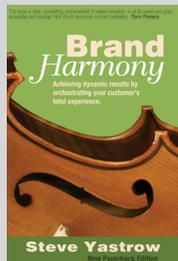
"When Steve Yastrow writes, I pay close attention. He is at once a wonderful storyteller, a sophisticated purveyor of ideas, and an effective change agent. We is a superb book."

– **Tom Peters**

"Steve Yastrow has clearly described the emotional reality of customer relationships and their impact on profitable business growth."

– **Rhoda Olsen**, President
Great Clips for Hair

Brand Harmony



"Clear, compelling and powerful. Branding—in all its power and glory—made accessible and exciting. Hint: It's for everyone, not just marketers."

– **Tom Peters**

"Steve Yastrow completely changed the way our company looks at marketing. This book will be a must-read for all of my employees."

– **Carsten Pederson**, President
BoConcept USA

Speaking Topics (continued)

"We": Create Profitable Customer Relationships

The most loyal and profitable customer relationships develop when your customers think "We," rather than "Us and Them."

Key Audience Takeaways

- Understand that relationships are far more differentiating than products or services
- Learn the concept of creating relationship-building encounters instead of relationship-eroding transactions
- Explore how to create ongoing conversations with customers that nurture meaningful, loyal and profitable customer relationships

Customizable for These Audiences

- Senior management
- Salespeople
- Employees with customer contact

Value to Your Business:

- Increase revenue per customer
- Create relationships with more people in customer organizations
- Increase customer loyalty and reduce customer attrition
- Improve employees' ability to engage customers in encounters

Unleash Your Latent Profit

Is your company making all of the money that it could? Your business, like every other business, has the potential to be much more successful and profitable than it already is.

Key Audience Takeaways

- Discover where the latent profit is in your business
- Determine what customer actions most impact your business performance
- Learn other ways to increase profits besides cost-cutting
- Mine your existing customer base to uncover profit potential
- Focus marketing on results and profit generation

Customizable for These Audiences

- Senior management
- Boards of directors
- Marketing leadership

Value to Your Business:

- Improve business performance
- Increase enterprise value
- Focus your organization on the most lucrative activities
- Create a filter for better business decision-making

STEVE YASTROW

Steve Yastrow challenges audiences to answer the question, "Do your customers believe in you?" His fresh, provocative approach to marketing, customer relationships and sales, along with his engaging speaking style, shows audiences how to create compelling customer beliefs that drive business results.

Audience members walk away from Steve's keynotes and highly interactive workshops with concrete ideas they can act on immediately. Steve's in-depth, real-world experiences advising hundreds of companies and organizations inform his practical, proven approach to driving business results.

Steve is the author of three books, *Brand Harmony*, *We: The Ideal Customer Relationship* and *Ditch the Pitch*. He is a former senior marketing executive with Hyatt Hotels and is now president of Yastrow and Company, his consulting firm.