

2016-17 Seminars and Workshops

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6 Steps to a Better Business



This seminar is designed for every size business and will take you through each step to climb the ladder of business growth and have a commercial, profitable, enterprise that works without you. During this educational, motivational, and educational seminar, you'll learn:

- What are the 6 Steps & how do you move your business to the top.
- How to gain control of your time, team and money.
- How to turn your marketing into an investment, not an expense.
- How to multiply your customers, revenue and profits.
- How to leverage team, systems, technology & marketing.
- How to recruit, motivate and retain a Winning Team of employees.



Managing Communication in Your Business

When the lines of communication are open and clear between everyone in a business, productivity improves, morale improves, and profitability improves. Easier said, then done! Learn the 4 styles of behavioral and communication styles, and you will have the tools to start making improvements from the bottom up and the top down.

Simple Strategic Planning



Many business owners spend more time planning their vacation than they do planning for their success. The proper tools and direction on how to put a solid plan together can make the difference between “talking about” planning and actually “implementing a plan.” In this Action-packed workshop, you’ll walk away with...

- The 6 Key Areas you need to plan
- Strategies for improving your time management, sales, marketing, and team
- A simple yet effective structure for planning your business
- Energy, vision and focus for the new year



WAYS TO SUPER SALES AND PROFITS!

There are truly only five ways to multiply your business profits but most business owners focus on the wrong things. In this seminar you'll learn the five numbers every successful business focuses on improving. In this seminar you will learn:

- How to take immediate control of your cash flow and profits.
- How to multiply your number of customers, your revenues, and your profits.
- How to retain customers for 2x or 3x as long as you do today.
- How to avoid the top 4 common mistakes in advertising.
- How to turn your marketing and advertising into an investment, rather than an expense. How to work ON your business instead of just IN your business.

This seminar is designed for BUSINESS OWNERS & LEADERS who are open to learning simple, new, ways to run their business and are passionate about improving their business. Come learn what 10,000s of business owners are doing to make their profits grow.

SALES

MADE SIMPLE

No one likes to be sold, but loves to buy. Professionally helping your customers and prospects to buy doesn't have to be "in your face", abrasive, or pushy.

In this 1/2 day session, you and your team will learn the key elements of building relationships, selling to different personality types, how to ask great questions, and how to overcome objections.



CREATING RAVING FANS!

Raving fans are customers who are so over the moon with your business and the service you provide that they will not only tell all their friends and colleagues about you but, actually bring them to you and help you make sales to them ... It's a frightening fact of business life that we spend six times as much money attempting to attract new customers to our businesses than we do to up-sell, on-sell and generally over service our existing customers.

Another frightening fact...68% of customers who stop buying from an organization does so simply because of a perceived indifference. The business actually didn't do anything wrong, the customer just thought the organization didn't care enough!

This seminar will show you how to never have another unsatisfied customer and keep them coming back for more!



During this interactive workshop, you'll learn the 6-keys to a winning team, how to build a supportive and productive culture, the various working styles, and you'll get practical hands-on experience of each and every factor as well. You and your team will also discover how to effectively communicate with each other, how to work with and show respect for others, and just as importantly, how to continually maintain self-respect.

This workshop isn't for everyone. Only those who are truly ready to have their team take over the lead should even consider it.

Building Your Business with Digital Marketing

This workshop is designed to take businesses through the process of building a successful digital marketing strategy that generates leads.

Some of the topics we will cover:

- Utilizing different social media
- Google ad words
- Pay Per Click advertising
- Landing pages
- Processes for setting up successful digital marketing

Managing Confrontations in Your Business

This workshop is designed to help leaders and team member understand and implement the strategies in negotiating and managing confrontations and conflicts in their business. This is a real life look at the tough situations businesses deal with on a regular basis. Walk away with strategies on how to handle you most

Change and Quality Management Workshop (4 hour) Business Owners and Executives

This workshop takes the Executive Team through a Change Quality and Improvement Assessment and workplace and role assessment using appreciative enquiry. Each group will create a 90 Day Plan of the goals, strategies, and actions that need to be executed to make the changes needed in their business.

Time Management from the Inside Out (4 Hour) Business *Owners, CEO's, all Team Members*

Time is our most valuable asset and we all are given the same amount. How we manage the 24 hours that have been given to us can make all of the difference in your results, your mental health, and even your physical health.

In this 1/2 day session, you will learn why you're in the cycle you're in as well as some of the best practices and tools to help you get control of your time.