



POWERSHIFT MARKETING™ SEMINARS AND WORKSHOPS

Marketing Skills for Changing Times

Creating a dynamic training program doesn't require a full-time training department or staff. It simply requires a phone! Just call the Dennett Consulting Group (541-488-4925) and you have a powerful training program for as little as \$20 per person! Each workshop is a self-contained session with a "BACK TO BACK" option that allows each program to be presented twice in one day, so your whole staff can attend.

"I'LL BE BACK"

THE ART OF EXTREME CUSTOMER SERVICE

Customer Service	
Excellent	<input checked="" type="checkbox"/>
Good	<input type="checkbox"/>
Average	<input type="checkbox"/>
Poor	<input type="checkbox"/>

How well is your business dealing with your customers? Today, customers are no longer Kings, they're Tyrants. This fact-filled presentation uses real world examples to show how customer service can be your most powerful marketing advantage. You'll learn:

- **How to deal with change and recognize the symptoms of service decay;**
- **The power of empathy – eliminating the blame game;**
- **Instant steps you can take to deliver extreme customer service;**
- **How to build a "customer first" attitude in every employee, every day;**
- **Meeting the challenge of diversity and cultural differences;**
- **Dealing with difficult people – the power of attitude.**

"Your presentations are relevant and entertaining. Clearly you understand hospitality and know the challenges frontline employees face.... you gave everyone a boost of confidence. The group is still buzzing about it, and we are already putting some of your advice and techniques into practice."

Director of Hotel Operations, Native American Casino

Workshop program with custom workbook for attendees (2 hours).

YOUR PRESENTER: Mark Dennett, president of the Dennett Consulting Group, is author of *POWERSHIFT MARKETING: 101 Ways to Shift Your Company into High Gear*. His firm provides marketing and research services to clients throughout the Western U.S. with a focus on tourism and retirement marketing. Although you may have never heard of Mark's company, you probably have something in your wallet that he helped create...your frequent flyer card. Mark has also been a founding partner of a well-known Northwest ad agency, an adjunct college instructor, and a successful small business entrepreneur. He now conducts market research, runs workshops and seminars, and writes a national marketing blog.

OTHER TOP-RATED PRESENTATIONS

MARKET RESEARCH POWER **READY, AIM, FIRE**

As the Facebook data scandal has shown, everyone is collecting your data. Using customer data and market research is critical in making the right marketing decisions today. This fact-filled presentation shares why research is now an essential marketing tool. It offers up practical ways for making research affordable and a profit generator for any size business. You'll learn:

- **The most common research mistakes and how to avoid them;**
- **The pros and cons of online research services (Zoho, Google, Checkbox,, SurveyMonkey);**
- **How to leverage every dollar you spend on research to grow your business growth**

Keynote address (45 min) or workshop program (2 hours).

Give your team marketing skills for changing times.

POWERSHIFT MARKETING WORKSHOP

There is only one thing in the world that is constant – CHANGE. With the world changing faster, a company's success is directly related to its skill in recognizing customer needs. You also need the ability to meet these changing customer needs FIRST! This half-day workshop covers:

- **Tips for setting goals and building a shared vision;**
- **Insight into the trends today that are driving business success;**
- **Proven tools for creating a unique customer experience;**
- **How to make online (digital) marketing work for you!**
- **The skills to leverage every marketing dollar spent.**

**EXPANDED
INTERNET
SEGMENT!**

Includes a copy of Mark Dennett's POWERSHIFT MARKETING Book that will help you generate increased sales long after the workshop is over!

Keynote address (45 min) or workshop program (3.5 hours).

Kick off your Event with a Motivational Winner!

THE WINNING SPIRIT

Want to accomplish more at your event? This humorous and fast-paced presentation explores simple ways everyone can maximize their personal effectiveness. It's an ideal team building program and a great way to charge up attendees. Popular talk for awards presentations and recognition programs.

Keynote address (45 minutes).