



CJ COOLIDGE

Keynote Topics

People Driven Business

“4 New Rules for Increasing Profits and Creating a Lasting Competitive Advantage”

Things are starting to crack. Even the most stable and secure industries are falling apart, and what used to work doesn't seem to be working so well. It's no longer enough to produce quality products at a fair price. Without a true differentiator, competitive advantage seems to evaporate quickly.

The world is a remarkably different place than it was even a year ago. As technology advances and the world becomes smaller, many businesses will undermine the success they need and want by operating with 30 year old fundamentals.

Waiting to adapt to changes in the market until they have negatively impacted your business is a sure way to send your organization back to the Dark Ages. The best place to be is on the front lines of change - on the edge, leading it.

Audiences will take away:

- The 4 business fundamentals that desperately need updating.
- The ONE thing guaranteed to attract the best customers, vendors and associates into your organization
- The 4 updates that every business must adopt to create and maintain a true competitive advantage
- 1 easy change that immediately increases the value of everything you do - the power key to increasing revenue while simultaneously reducing costs



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Keynote Topics

People Driven Workplace

“How to Leverage New Talent and Technology to Grow Your Business”

The workforce is no longer homogenous - employee demographics span generations, with diverse backgrounds and unique perspectives capable of transforming your organization's ability to reach new heights in productivity and profitability. You'll miss it all if you try to manage to the standard labels like Boomers, Gen X, Y, Z, and Millennials. It doesn't work.

With industry conditions in a constant state of flux, it has become increasingly difficult to provide the goods and services that are intuitive to your customer's needs. Communication and feedback are more difficult than ever and require us to utilize ALL of our talents in order to get ahead.

The diverse demographics in play today are actually the most fertile ground for profitability in history. Adopting an organic business model designed for this hyper-dynamic world is perfect for maximizing profits with the modern workforce, fostering continuous creativity and innovation and a natural path to profitability.

Audiences will take away:

- 1 condition that, once removed, opens the door for valuable ideas and communication.
- 3 management concepts guaranteed to bring faster and more effective solutions to today's complex problems.
- The key to maximizing the value of ever-changing technology.
- 1 misunderstood resource that, when embraced, immediately increases the value of everyone on your team, and everything they do.



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Keynote Topics

People Driven Selling

“An Organic Remedy to Boost Revenues and Energize a Sluggish Economy”

Fully 5 years into the “Great Recession,” many businesses still struggle for real traction. While some are still waiting for things to turn around, others are attracting an abundance of new customers using a revolutionary sales approach.

Learn how to naturally and easily get your prospects to want to meet you, to want to listen to you, and ultimately, to want to buy from you.

These ideas laid the foundation for the creation of an entire industry. CJ Coolidge will show you how he produced a billion dollars in sales revenue so profitably for so long that a fortune 1000 company named their profitability award in his honor.

Many are still hoping that things will return to normal. The truth is, there will be no return. This IS the new normal. Now, we must learn to flourish and thrive regardless of external conditions.

Audiences will take away:

- The sales secret to more meetings, better meetings and more closes NOW.
- How to kill your quotas without killing yourself.
- 3 power assets your prospects can't resist!
- How to always be ready to take advantage of opportunities our markets present.