



## Seminars, Workshops and Keynote Topics

### **“Learning, Leading and Leaving a Legacy” Seminar:**

Just what are the causes of leadership and management success? Mark has worked with some of the biggest and best organizations on three continents and 47 states. Using stories from his most successful clients, self-effacing humor, high levels of interaction, critical success factors of peak performing management professionals, Mark will give you the tools you need to raise your own bar and maximize your profits and potential with your organization.

### **“It’s About TIME”**

Each of us has 24 hours in a day, no more, no less. Imagine having your best year ever. Imagine information that would assist you in getting more of the right things done in less time? What if you could be 20% more effective in your business or job? Imagine achieving your professional and personal goals in a fraction of the time. Well, “*It’s About TIME*” is just the seminar for you. Based on the Best Selling Book of the same name.

### **“How to Enjoy a 75% Close Ratio!”**

Sales is an Art and a Science. You need both to lead the field. Qualifying Your Prospects is the Key. Women Make 85% of Consumer Goods Buying Decisions (Find out what women want!) Learn the Difference Between the “Economic Buyer” and the “Feasibility Buyer”? Five Closes the Flat Out Work! Sales is an Act of Pure Creativity! How To Develop “Breakthrough Relationships” and “Endless Referrals”? The #1 Business Skill No One Talks About? Get ready for an inspirational day of group learning, with brain-storming sessions, high levels of interaction, positive humor, rock solid tools for change and much much more.

## **“Customer Service Excellence”**

What Skills and Habits You Can Expect To Takeaway?

How to Keep More of the Business You Have. How to Build Breakthrough Relationships With Your Clients. Telephone and Field Soft Skills Transfer.

How to Deal with an Angry Customer and turn them into a Raving Fan!

How to Generate Endless Referrals from the Field.

10 Strategies Every Manager Needs to Know and Adopt.

The Value of Appreciation, Respect and Understanding. Generating Leads and New Business from the Field (Increasing Revenue without Increasing Overhead!)

## **“Freedom from Fear”**

Based on the International Best Selling Book “Freedom from Fear”. What Skills and Habits You Can Expect To Takeaway? How to Set and Achieve Goals. Journaling the Journey. A.R.U. = Appreciation, Respect, Understanding. Increasing Self-Respect, Esteem, Worth. The Power of Paradox = Giving It Away to Keep It. The Books You Don’t Read Won’t Help. The Power of the Short Story/Fable. Win More Friends and Influence More People.

## **“Presenting Like a Pro”**

Did you know the number one fear men and women have is public speaking? Learn how to bolster your confidence in front of group, deliver a “Knock Their Socks Off!” Presentation and much more. How to use Flip Charts and White Boards to unlock Creativity and Innovation. The Power of Stories. Using the Right Kind of Humor. Brainstorming 101. The Art of Influence. How to End With a Bang! This seminar will provide you with the tools to close more business, influence more people and leave your clients wanting more!

## **“Team and Trust Building”**

Would you like to learn how To Build A Dynamic, Effective, Team and Raise Morale and Productivity Based On Trust And Enhanced Relationships? Soar with strengths. Focus on similarities instead of differences. Getting to Know You, drilling the fundamentals of communication, both

sending and receiving. The Art of Active Listening to build rapport and trust.  
T.E.A.M. = Together Everyone Achieves More!

### **“Freedom from FAT”**

Middle age is when your broad mind and narrow waist trade places. A waist is a terrible thing to mind. Mark shares simple and powerful tools to wellness and nutrition in his commitment to losing 50 pounds and 10 inches of his waist. Learn how to change your relationship with food which will add years to your life and life to your years. How you feel about yourself matters. Build your self-worth and esteem. It will translate to increased confidence and additional business.

### **“Front Line Leadership”**

What if your Technicians, TM's, Counter Sales People, Office Staff and Warehouse Employees learned what is important to your customers? Interactive, straightforward, simple tools that work. Build Rapport in minutes. Inspire others by able example. Dominate the Listening. This one is just for the people serving your customers, the Front Line.

### **“Building Bridges Between Generations”**

Defining Millennials, Gen X'ers, Boomers and Traditionals. Discover the 10 Ideas for Managing Millennials. How Each Generation is Formed (Values, Experience, Music). Learn how to improve your existing relationships with Millennials and Gen X'ers. Embrace Tools for Change. Three Things Millennials Hate (and Love). How Millennials Think Differently and Why That's a Good Thing (“My Way, Right Away, Why Pay?”). How We are the Same (What Everyone from 8-88 Years of Age Want: Appreciation, Respect and Understanding). How to Attract and Retain Good People (And Become “The Employer of Choice in Your Region!”)

## About Mark Matteson



Mark Matteson started his career as an HVAC technician in 1976. He is one of those rare professionals who can say he is publisher, speaker, consultant and author and mean it. He has attracted clients in HVAC contracting, distribution and manufacturing as well as such organizations like Microsoft, t-mobile, John Deere, Conoco-Phillips, Aflac, New York Mutual Life and other Fortune 500 companies on three continents. His annual speaking commitment typically means 40 Keynotes, 20 Seminars and Workshops and 5-10 Consulting engagements around the world.

A committed writer, Mark has written five books: including the international best seller, *Freedom from Fear* (OVER 120,000 COPIES SOLD!) that has been translated into Japanese and French. Mark is also the author of ten popular e-books: *Presenting Like a Pro*, *Sales Success Strategies*, *Customer Service Excellence*. His monthly e- newsletter goes out to 6,900 people a month since 2003. He posts Tweets and comments on LinkedIn daily.

He is interviewed frequently and has been quoted in the media and has written hundreds of articles for dozens of magazines. He is considered a thought leader, an idea reporter and agent of change who teaches his clients HOW TO GET MORE OF THE RIGHT THINGS DONE IN LESS TIME. He has done work internationally in Australia, Canada, Aruba, Mexico and Turkey. Furthermore, he has worked in 48 states in the U.S.

He resides in Edmonds, WA with his wife of 39 years, Debbie. They have three grown sons.

**Mark takes great pride in the fact he has flunked high school English.**

## **Mark Matteson - Best Selling Author, International Speaker**

**To watch a few short videos, simply click the link below:**

<https://www.youtube.com/channel/UC3Jt8ckNfTLjxDxIHjFmLQ>

**To Subscribe to his Podcasts, click on the links below:**

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**Apple:** <https://podcasts.apple.com/us/podcast/on-books-and-people-with-mark-matteson/id1485933233>

**To order one of his books, go to:** [www.sparkingsuccess.net/store](http://www.sparkingsuccess.net/store)

**206.697.0454**

[mark@sparkingsuccess.net](mailto:mark@sparkingsuccess.net)

**250 Beach Place, #301, Edmonds, WA 98020**

***“Make it a great day...unless you have other plans!”***