

Your next conference speaker



Keith

KEITH ABRAHAM CSP

IS A **BEST SELLING AUTHOR** AND ONE OF AUSTRALIA'S MOST IN-DEMAND PROFESSIONAL CONFERENCE SPEAKERS. HE HAS BEEN DESCRIBED IN TIME MAGAZINE AS "AUSTRALIA'S UP AND COMING INSPIRATIONAL SPEAKER".

KEITH ABRAHAM shares easy-to-implement, proven strategies that have a profound effect on audiences and encourages them to execute ideas that make a positive impact on their lives. Keith delivers substance that is relevant to the real world of business and the challenging personal times you and I face every day. His presentations are studded with relevant facts, gems of wisdom and amusing anecdotes. This ensures that every member of the audience will take away time proven strategies and at least one important concept home with them.

Take the time to talk to Keith about your specific conference needs. He will craft a customised presentation that is filled with substance, strategies and solutions that your conference delegates can take away and apply to their business.

Let's talk



“Feedback from these meetings has been the best ever. Your segment was spot on for the target audience.” Alan Porich, Divisional General Manager, Toyota Australia

“I have never seen the team so enthusiastic about a presentation before!!!”

Rob Newbold, Sale & Marketing Manager, CSL Animal Health.

ONE OF THE THINGS THAT MAKES KEITH DIFFERENT FROM MANY KEYNOTE SPEAKERS IS HE PREACHES WHAT HE HAS ALREADY PRACTICED IN A MULTITUDE OF BUSINESSES. KEITH IS AN ENTERTAINING AND INSPIRATIONAL BUSINESS SPEAKER WHO USES EVERY MEANS AVAILABLE TO MAKE HIS MESSAGE MEMORABLE, PRACTICAL AND THOUGHT PROVOKING.



Great results

Keith shows businesses and their people how to **maximise** their marketing efforts, **optimise** their existing customer base and **capitalise** on their current market opportunities. Most importantly, Keith's strategies are proven and have achieved some phenomenal results, as the following five examples will testify:

- 1 Working with a retail organisation, Keith turned the worst sales area of 65 staff, with 110% staff turnover into the best area to achieve their annual budget of \$15,000,000.
- 2 He shared one business growth concept with a client that helped them grow from \$5 million to \$9 million in 12 months, then grow to \$16 million in the following year without employing one more person.
- 3 He showed one Financial Planner how to add an additional \$500,000 to their bottom line over a 12 month period.
- 4 In one particular Customer Service Call Centre, Keith developed a 6 part sales model that has ensured they are 200% ahead of their annual sales budget and 98% of their 220 staff members are exceeding their targets every single month.
- 5 In just 8 years Keith has built a professional speaking business regarded in the top 4% for revenue and client retention in the world. This recognition has seen him bestowed the prestigious "Nevin Award" in 2001 by the National Speakers Association Australia.

“The conference workshop was extremely successful and the feedback received has exceeded all expectations. Keith is an exceptional speaker who is able to motivate and capture his audiences using a variety of innovative styles and methods. Keith is both an inspirational individual and a skilled professional who has certainly developed the respect of many employees in our company. We all look forward to working with him in the future”

Judy Fenton, Human Resources Manager Collins Foods International.
Client since 1996.

4 key topics

Customer loyalty

How to create loyal profitable customers

Marketing
Business growth
Service experience
Customer loyalty

Are these some of the key messages your delegates need to hear at your next conference?

- Identify the 7 easy steps to create a service experience that turns one-time buyers into lifetime advocates;
- Understand the 10 step formula for gaining an endless supply of referrals—at least 4 referrals from every customer every year;
- Find out how to use the business-multiplying factor to double your income;
- Review the time proven money making marketing campaigns that will work for you and your business;
- Find 11 ways to make your business stand out head and shoulders above your competitors.

“Keith Abraham worked with us at our recent conference where the theme was ‘Committed to Value’. Keith quickly established himself during the lead up process as understanding our company and the aims and objectives we were trying to achieve. He worked with us to develop a much focussed presentation, carefully mixing our theme in with his material.”

Geoff Armstrong, Marketing Manager, Tyco Flow Control

Sales performance

How to maximise and optimise your selling opportunities

Sales direction
Optimise opportunities
Classify customers
Maximise marketing efforts

Are these some of the key messages your delegates need to hear at your next conference?

- Learn how to maximise every sale and optimise each selling opportunity;
- Understand how the 10 x 10 x 10 principle helps you identify and capitalise on your 10 best prospects, 10 best customers and 10 customers with the most amount of potential;
- Clarify your long term business growth goals and strategies to maximise sales;
- Understand how to market your USP—Unique Selling Proposition; enhance your VSP—Visual Selling Proposition and create your ESP—Emotional Selling Proposition;
- Uncover client classification techniques that increase your sales, reduce your marketing expenses and save endless hours on dead-end sales leads.

“Keith was able to tailor his presentation. He displayed an extremely professional, yet relaxed and personable manner which hit a key with all of our delegates.”

Renae Gelfius, National Training Co-ordinator, Sizzler

Being able to specialise in just 4 areas gives Keith the ability to create an information rich keynote presentation or a 'hands-on' workshop for your conference delegates. He can even take one component of the following 4 topics and turn that into a customised presentation to meet your exact needs.

People motivation

How to pursue your passion and design a life worth living

- Motivation
- Inspiration
- Confidence
- Direction

Are these some of the key messages your delegates need to hear at your next conference?

- Find out how to discover your passion, live your dreams and love your life;
- Find out the 10 ways to gain the confidence you need to achieve extraordinary things in your life;
- Learn how to create a plan to overcome ANY obstacle that stops you from achieving your true potential;
- See how you can remain focused on what counts and what is important in your personal and professional life;
- Uncover techniques that will stop you from just earning a living and help you start creating a life worth living.

“I was stimulated, liberated, and ultimately more spirited.”

Steven Jones, Team Leader Hobart Call Centre, Telstra

Conquering change

How to change, challenge and conquer your marketplace

- Evolving your business
- Innovative ways to change
- Challenging marketplace mediocrity
- Change before you need to change

Are these some of the key messages your delegates need to hear at your next conference?

- Identify the 3 elements to making a successful transition through an ever changing business environment;
- Review the key strategies to become proactive when dealing with change;
- Develop a list of goals and potential business growth opportunities in the future to ensure you can cope with change;
- Review the 5 time proven ways to equip yourself and your business for future challenges;
- Find out how to enhance your business and career through the skills, knowledge, attitude and motivation cycle.

“Keith’s contribution to our peoples personal development has been phenomenal. He has been a catalyst for our people and organisation to achieve measurable gains in performance.”

Jim Carlile, Human Resources Manager
Terry White Management Pty Ltd

The ultimate conference experience

Tailored

THIS PACKAGE HAS BEEN CREATED TO ENSURE A TOTALLY UNIQUE EXPERIENCE FOR THE SEASONED CONFERENCE ORGANISER WHO IS LOOKING TO GIVE THEIR DELEGATES AN EXPERIENCE THAT LIVES ON.

Keith can conduct just one or all of these conference items—it's your choice. For a small additional investment these tailored conference items will leave a lasting impression.

Turn your delegates' success stories into the heroes of the presentation

E-mail teaser campaign prior to the presentation

Create 'the best ideas book' from your delegates

Profit enhancing articles prior to the conference

Remain at the conference for the whole day

Conduct 30 minute audio taped one-on-one business coaching session

Your delegates will learn from your panel of professionals

Facilitate power lunch with peak performers

Audio and video recording of the presentation

Conduct professional presentation skills session

Coaching—personal and professional growth

Systematic 12 month message reinforcement program

presentations

“In today's world we want more than just a speaker to inspire and inform us. We want them to partner with us to provide us with innovative ideas and strategies to ensure that the presentation message lives on. Keith, gives us unprecedented value by working with us to deliver a tailored solution for our people.”

John Roca, Senior Manager, Lexus Australia

“Just a short note to say how much I enjoyed your presentation at Langkawi. It was good to hear a great presentation with humour, facts and logic.”

Ian Davison, Country Advertising Agency

Product pack per delegate—support materials package to reinforce the conference messages.

Your delegates may need a take home study kit of material that will not only support the presentation but will also continue to reinforce the key messages of the conference. Here are just some of the items that are in this kit worth over \$135.00 for \$35.00 per person:

1. One of Keith's **Best Selling Books**.
2. **Ten Reinforcement Cards** on the topic.
3. **Desk Message Reminder**—Clapper.
4. An Electronic Special Report
“The Changing Face of Our Business World”.
5. Password Member Login Access to the **Online Learning Centre** Website.
6. Access to over **150 business articles** from the world's leading business, service, technology and leadership authorities.
7. Listen to Keith's **Memorable Marketing Minutes** series.
8. Log onto numerous **weekly email coaching programs**. Your people will receive an inspirational, informative and enlightening weekly hint and tip.
9. **Presentation Download**. Your presentation will be available for your people to download via our website after the keynote presentation.
10. **Mini refresher courses**. Your conference delegates will have access to a 20 minute online presentation with audio comments and PowerPoint visuals.
11. **Question and Answer Session**. Your delegates can email any questions to Keith for the next 12 months.

KEITH BELIEVES THAT THERE ARE 4 KEY COMPONENTS THAT MAKE A PRESENTATION MEMORABLE. BEFORE, DURING, AFTER AND FOREVER AFTER. A TRULY GREAT PRESENTATION IS WHERE THE MESSAGE LIVES ON IN YOUR DELEGATES MINDS FOREVER. TO GUARANTEE THIS HAPPENS KEITH HAS DESIGNED 25 TIME PROVEN STEPS THAT ENSURES YOUR DELEGATES RECEIVE UNPRECEDENTED VALUE FROM HIS PRESENTATION.

Before the presentation

Prior planning prevents poor performance.

Keith will:

1. Take time to design a professional presentation that will achieve the right outcome. There will be a specific plan in place to accomplish your key conference objectives.
2. Research the current state of your industry, business, marketplace challenges, competitors and the types of products and services you provide.
3. Design and produce a comprehensive master PowerPoint handout which can be downloaded from Keith's website or collected at the presentation.
4. Keith will take the time to meet or conduct a tele-conference with the client, the professional conference organiser, AV specialists and key managers.
5. Conduct a questionnaire with key conference delegates to gain a complete understanding of the current marketplace.
6. Be available at your conference to discuss the presentation outline with you prior to him speaking and be flexible to change the presentation or the timing to suit the schedule.
7. Send to you in advance, his travel itinerary, audio-visual requirements, personal introduction, photos and any additional marketing material you may need to promote his presentation.
8. He will coordinate with the set-up crew in advance to ensure his logistics fit the overall agenda.

During the presentation

Stimulate, involve, provoke and entertain.

Keith will:

9. Interact with the audience and involve them with stimulating discussion; inform the group about leading-edge ideas; provoke the group to think differently and ultimately entertain them.
10. Use your company logo, digital pictures and product descriptions to further align his presentation messages to your delegates.
11. Use creative learning techniques so the audience will remember the key points.
12. Deliver PowerPoint slides, audio and video clips to enhance the look, feel and impact of your presentation.
13. Allow for questions and comments from the audience during and after the presentation.
14. Not use any offensive or off-colour language, behaviour, jokes or stories.
15. Stick to his allocated timeframe and adjust if necessary to ensure your agenda stays on track.

Before, during, after and forever after

25 steps that



After the presentation

Be available to answer questions, to add further value.

Keith will:

16. Stay around after the presentation to answer questions and hear comments.
17. Check out and depart with minimal effort to you.
18. Itemise his expenses, provide receipts and bill you promptly after the presentation.
19. Discuss with you and your key people, strategies which ensure the impact of his messages continue after the presentation.
20. Pack up his equipment and material so not to interfere with any other presentations.

Forever after the presentation

Reinforcement of the key messages.

Keith will:

21. Provide access to his Business Resource Centre which has over 150 business and personal development articles available for downloading.
22. Provide a password protected Members Login to access to relevant Online Coaching Programs.
23. Provide a series of monthly articles that relate to the topic that Keith presented to your group.
24. Seek feedback from you after the presentation and provide you with any comments Keith received from the group about the conference, his presentation or suggestions for future events.
25. Be available for one-on-one telephone coaching sessions for conference delegates for the following 12 months.

“To sum it all up Keith, your attendance and involvement at our conference was the best investment we have ever made in the 8 conferences we have run.”

Andrew Challinor, Manager QLD, UTAG Travel

“Your session was very well received. The guys were particularly impressed with your interactive delivery technique and have commented that you were attempting to work with them through the issues and not lecture them on how to address the issues.”

Tony Hartley, National Business Development Manager, ING

guarantee success



Why Keith

15 Reasons why Keith Abraham is a great investment for your next conference

What sets Keith apart from 97% of all conference speakers?

1. Keith is real, personable and approachable. You will see Keith at your conference, mixing and mingling with your delegates, listening to their stories, gathering examples for his presentation and sharing specific strategies with enquiring delegates.
2. Keith is naturally funny—he uses situational humour, which means he is more spontaneous.
3. Keith is easy to deal with. Keith is recognised by conference organisers all over Australia as a delight to work with before, during and after the presentation.
4. Keith is totally attuned to your group, your business and your industry. Keith takes time to research the audience, their customers, the industry and your current challenges. When he delivers his messages there is no second guessing on how these strategies will relate to any situation in any business.
5. Keith is a great presenter. It doesn't matter that Keith has been paid to present over 150 times a year for the past 8 years, but what does speak for itself is that over 75% of his clients ask him to come back time-and-time again.
6. Keith is available to arrive early to your conference and leave late.
7. Keith is a seasoned speaking professional. Keith can be the opening speaker, the last speaker or the speaker after lunch. If the power goes out, the equipment fails or the previous speaker runs overtime, Keith can handle it, fix it, resolve it or find a solution to it. His experience speaks volumes.
8. Keith adds unprecedented value. Keith has designed a presentation follow-up system that involves weekly electronic coaching, passwords to his online business resource centre, access to him after the presentation and monthly informative email newsletters. Your delegates will remember your conference and the messages long after the conference has finished.
9. Keith will customise your presentation in order to get your message across, meet your needs and promote your conference theme. In other words you don't get the same presentation that is 10 years old and out of date.
10. Keith will speak to your brief and not on what suits him. Keith takes the time to prepare, research and customise the programme to meet your specific needs.
11. Keith will not share your confidential information. He is fully aware of the competitive nature of business.
12. Keith has a system, a strategy and a structure. When it comes to speaking at your conference Keith knows how to deal with AV people, negative participants, hotel staff and senior management to ensure everything runs as smoothly as possible.
13. Keith will not abuse the mini-bar. He has a policy that he does not drink when he is at a conference and that he always pays for his own phone calls and movies.
14. Keith is not one of those speakers who sells his product from the stage. He will not take valuable time out of your presentation to sell his books and other wares.
15. Keith is memorable for all the RIGHT reasons. Keith always provides a tangible message reinforcement tool with the key messages from the presentation, so that your delegates remember your conference, the moments and the messages.

is a great investment

“Keith is an exceptional presenter who has a great ability to acquire the knowledge of the business and to deliver a dynamic and engaging presentation to the audience. Keith stands out as a professional who delivers long lasting business results every time.”

Mary Lindores, Human Resources Manager, IT Division, Woolworths Limited

“Keith challenged us to develop ways of functioning better as a team; of improving the customer service experience and identifying avenues for better communication. Keith alerted us to the need to change before we needed to and also stressed on the team importance of adopting an attitude which strives for constant improvement in everything we do.”

Ian Andrew, General Manager, Personalised Plates Queensland

“Feedback I have received from staff has all been very positive and I thank you for your dedication and commitment to making the transition to a sales culture much easier. I also need to thank you for personalising this program.”

Phil McCarthy, Contact Centre Call Manager, Energex

Keeping good company

Some of the companies who have benefited from Keith's services.

Insurance Industry

Royal SunAlliance
ING
Perpetual Trustees
Suncorp
Tower Life
AMP
Lumley Insurance
AON

Banking

Credit Union Australia
Colonial First State
Mortgage Choice
Primac Elders
Westpac
Queensland Country Credit Union
CPS Credit Union
Savings & Loan Credit Union

Auto Industry

Toyota Australia
BMW
Chrysler
NISSAN
LEXUS Australia

Retail

KFC
Byvan, FPD, Saville
Terry White Chemist
Citibank
Mayne Health
Sizzler
Austar
Capt'n Snooze
Ella Baché
Harvey World Travel Australia
Harvey World Travel South Africa
Toshiba Australia
Toshiba New Zealand
Sportsco
Sharp
Retravisation
Optus World Stores
Kwik Kopy
Woolworths
AGFA

Hospitality

Constellation Hotel Group
Gold Coast International
Rydges Hotels & Resorts
Accor Asia Pacific
UTAG
Southern Cross Hotels
Haycom Staging
Moreton's Events & Theming
QTTC

Real Estate

L.J Hooker
Century 21
The Professionals
Richardson & Wrench
REMAX

Manufacturing/Services

Bar-Tech Automation
Heidelberg Australia
Heidelberg New Zealand
Go Print
Websdale
Capricorn Society
Carter Newell Lawyers
Energex (Retail Call Centre)
CSL
Undercover Lingere
Telstra (Call Centre)
Sedgeman Engineering
Super Sports Centre
Sandvik Tamrock
Roche Products
Personalise Plates Queensland
Optus
MBF (Call Centre)
Rural Press

Associations/Industry Bodies

MIAA
AICUM
QLD Country Meat Processors
Master Painters Association
Nursery Industry Association
The Executive Connection (TEC)
Australian Financial Association
Queensland Childcare Association
Age Care Queensland
Caravan Industry Association
Securities Institute of Australia
Australian Company Directors
CPA



“Congratulations on the easy and practical layout of your best selling book—*Creating loyal profitable customers*. The time I consumed while reading it was worth every minute. You have always had the right formula for success.”

Jon Field, National Manager, Heidelberg Australia

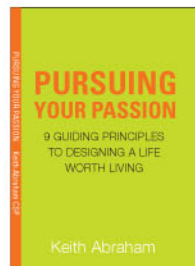
Books and training tools



Customer Loyalty

Creating Loyal Profitable Customers

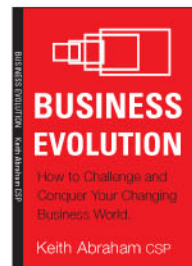
47 ways to turn your customers into passionate purchasers.



People Motivation

Pursuing Your Passion

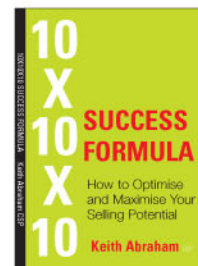
How to love what you do.



Conquering Change

Business Evolution

How to challenge and conquer your changing business world.



Sales Performance

10 x 10 x 10 Success Formula

How to optimise and maximise your selling potential.

Visit our website www.keithabraham.com.au for more great business and training tools to help grow you and your business.

Certified Speaking Professional

A certified speaking professional is:

A speaker who has been awarded the highest distinction by demonstrating a consistent record of achievement and professionalism and who has passed a stringent eligibility test set by the National Speakers' Association of Australia.

To qualify as a CSP, a speaker is required to:

- Submit a list of 100 clients to whom presentations have been made over the last five years.
- Provide details of 250 presentations for which they have been paid a professional fee.
- Submit evidence of having delivered at least 20 presentations to different clients every year for five years.
- Have earned a minimum specified income solely from speaking.
- Provide testimonial letters from at least 20 different, fee-paying clients who recommend them as professional speakers.
- Have been a member of the National Speaker' Association of Australia for at least three consecutive years.

