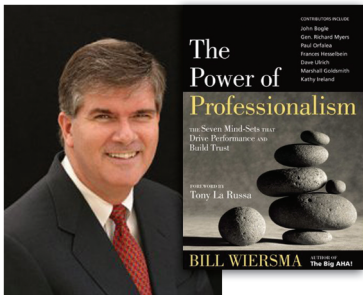


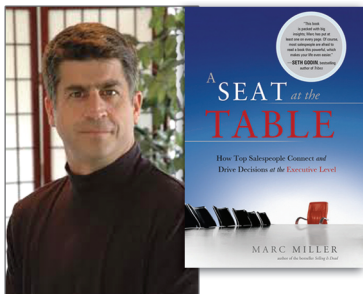
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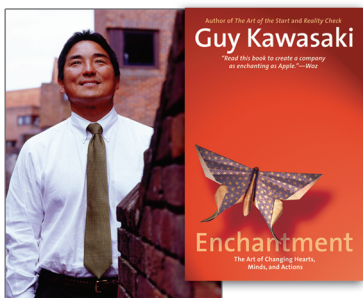
Title: The Seven Mind-Sets that Drive Performance
Speaker: Bill Wiersma
Date: August 16, 2011 at 12:00pm ET

Bill Wiersma will outline the seven key mindsets of trusted professionals, offering a blueprint for both individuals and organizations interested in fostering a culture of integrity and professionalism in their workplaces.



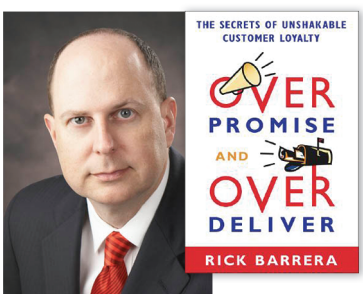
Title: How to Radically Improve Sales Productivity
Speaker: Marc Miller
Date: August 31, 2011 at 12:00pm ET

Marc Miller will present a clear plan for showing salespeople and account managers how to shed their traditional sales roles and become businesspeople who sell. He'll show you why implementing these tactics will result in better client connections that drive decisions at the executive level.



Title: How to Change Hearts, Minds and Actions
Speaker: Guy Kawasaki
Date: September 8, 2011 at 12:00pm ET

Guy Kawasaki will dig into the question of how we can influence and persuade others without moral compromise - what he calls "Enchantment." He will explain all the tactics you need to prepare, launch, and execute a campaign to enchant your customers, your employees, or even your boss.



Title: How to Deliver Extraordinary Customer Service
Speaker: Rick Barrera
Date: September 15, 2011 at 12:00pm ET

Rick Barrera will demonstrate how companies that overpromise and overdeliver to their customers can own their respective markets by mastering what he calls TouchPoint Branding, aligning three types of customer contacts to create dramatic market differentiation.

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