Keynote

The WOW Effect in Sales and Business Development

Jasm!n
Bergeron

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KEYNOTE

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Keynote Introduction

Creating a WOW effect in selling will increase the value of your offer for your client, while solidifying a long-term win-win relationship!

The challenge is significant because all clients and sales professionals are different, which makes forging high-quality relationships essential. Success requires many interpersonal skills and qualities, in communications as well as salesmanship. It is in this perspective that the keynote "The WOW Effect in Sales and Business Development" was developed.

This keynote is based on practice, interaction and humor and was designed in cooperation with several high-performance sales advisors who stand out as much for their sales as for their long-term relationships with their clients. During the presentation, many principles, examples, testimonies and strategies that you can quickly apply will be suggested in order to make your experience as enriching as possible!

PRESENTATION OUTLINE

The WOW effect in sales!
- Innovative practices to create a WOW for your clients
- Boosting your credibility
- Managing expectations and impressing clients
- The impact of first and (particularly) final impressions

Building your client base
- Positive effects of a global offer
- Top business development strategies
- Studies of consumer psychology

Enhancing customer loyalty
- Seven key factors influencing client loyalty
- Effective and time efficient follow-up techniques
- Innovative strategies to improve customer loyalty

Solid tips for success
- Principles and tools to enhance your offer's appeal
- Strategies for defusing client objections
- Great tips for closing sales more easily—without pressure!
- The first steps to practice what you have learned and create effective WOW effects to your clients after the presentation

Jasmin Bergeron, CSP, MBA, Ph.D.
Keynote Speaker
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The WOW Effect in Sales and Business Development

Who is Jasmin Bergeron?

After an early career in professional selling, Jasmin Bergeron, Ph.D., CSP (Certified Professional Speaker) is now a veteran of 2000 keynote presentations and workshops in 12 countries around the world! Jasmin received the "Certified Speaking Professional" designation, which is the highest international designation that can be earned in the professional speaker industry worldwide. Jasmin is also a full professor at the Business School of the University of Quebec in Montreal. He also authored or co-authored of five books, 40 scientific research papers and over 100 newspaper articles in journals such as The Wall Street Journal.

Jasmin's main objective is to deliver practical tips and tools that can be implemented immediately. Delivering well-researched and relevant insights, Jasmin Bergeron is known for his interactive, humorous and value-oriented approach. Jasmin is a fully bilingual speaker who has a unique ability to simplify seemingly complex challenges in a way that will provide your audience with a fresh and useful perspective. Attendees particularly value the memory aid he hands out at the end. You will leave Jasmin's keynote refreshed, energized and more confident than ever that you are prepared for the road ahead.

Testimonials – A Professional Speaker Who Will WOW You!

"This is the third time we've hired Jasmin. Each time, we see an improvement in client satisfaction and sales!"
Eric Gagnon, Regional Director, NATIONAL BANK OF CANADA

"Very interesting and dynamic. We focused on what you said throughout the whole presentation! You're an excellent speaker, both in terms of your communication skills and knowledge of the subject. I wanted more and more!"
Caroline Legrand, Marketing Director, REMAX

"Interactive, fun and dynamic. At last, a different point of view. WOW!"
Jacinthe Bleau, President, MEDICUS GROUP

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