



Deborah Chaddock Brown

- Professional Writer
- Speaker/Trainer
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Keynote Addresses

Building Customer Relationships through Make or Break Moments

What will happen with the next words out of your mouth? Face those Make or Break Moments with confidence by focusing on understanding the other person's perspective.

Change Stinks - Or Does It?

What are the phases of facing change and how do you navigate successfully through? Deborah has moved 27 times, worked for a company that was acquired three times and left an executive corporate role to open and run a successful home-based business. Deborah uses stories, examples, interactive-techniques and chocolate to help attendees learn how to manage change.

Earning Customer Loyalty

How will you differentiate yourself from the competition? Learn tips for earning customer loyalty so they Remember, Refer and Return.

Guerilla Marketing For The Small Business

Identify your target customer and then learn techniques for reaching them with your value message. Learn tips that you can immediately put in place for finding and reaching your target customer.

Blogging for Business

Understand what a blog is and why you should have one. Deborah works to convince participants of the value of a blog and gives instruction on how to get started Creating Internet Fame.

Making the Most of Your Online Presence

Blogging, Facebook, Twitter, Podcasting. What are they and how can they help your business? Deborah demystifies social networking for participants and shows them how to increase their Internet visibility.

Workshops - 1/2 day

Make or Break Customer/Associate Moments Build relationships with your customers using this revolutionary method of communication. Workshops include hands-on experiential training.

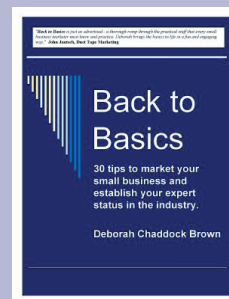
Make or Break Manager/Employee Moments Great customer service and employee productivity start with the manager/employee relationship. Learn how to ignite your employee's entrepreneurial spirit to help them and your company succeed.

Make or Break Challenging Customer Conversations

How do you manage objections? What process do you have for irate customers? You'll practice proven techniques for turning the challenging conversation into a winning result.

Driving Traffic with One-Day Events Looking to drive customers into your place of business? In this half-day workshop, learn how to plan and execute an effective one-day sales event in your business.

G.R.E.A.T. Customer Service Win your customers for life with G.R.E.A.T. Customer Service: Greet, Reveal, Educate, Ask and Thank each customer. In this half-day session, learn tips for building relationships with your customers, how to manage difficult situations, and consistently offer GREAT customer service.



Books by Deborah:

Back to Basics:
30 Tips to Market Your Small Business

It's a Party,
Planning a Successful Retail Sales Event

To order visit: AllWriteInk.com



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