

Cashin and Company

Inspiring peak performance. Sales — Service — Leadership

Expect More!

How Today's Buyers Define Value—And How to Deliver It

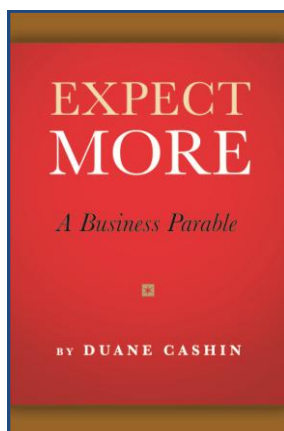
The revolutionary, proven sales philosophy that can change your life.

Duane Cashin is a nationally renowned motivational speaker with an extraordinary range of experience. In addition to leading successful sales organizations in several Fortune 500 companies, Duane built his own multi-million dollar graphics company that served clients including the NFL, the 2002 Winter Olympics, Radio City Music Hall, MTV Studios, and Rockefeller Center. Duane brings a unique perspective to sales presentations and training sessions. Those who have attended his keynotes and workshops agree—some speakers have depth of business experience—some present meaningful and accountable content—some are entertaining and engaging—Duane combines all three. He demonstrates that although it's *crowded* out there, it really isn't more *competitive*—if you understand your clients.



Seven Key Learning Points from Duane's Expect More Program

- Understand the critical role that self-esteem and confidence play in selling
- Learn to distinguish *competitive* markets from *crowded* markets
- Develop strategies for creating *credibility* and *trust* with customers
- Get in touch with the fact that your biggest competitive advantage is *you* and not your product
- Gain a deeper understanding of your customer's world and learn to leverage it
- Capture the attention of top executives and involve them in the sales process
- Learn to sell individually to the four personality types



Duane's unique selling philosophy is a proven technique for reaching clients and building effective, long-term relationships. In *Expect More*, Duane shows how selling begins with listening and succeeds by understanding the client's business from their perspective. His revolutionary sales strategies are communicated through a compelling story about a young sales associate. You follow Adam as he absorbs these guiding principles and gains an understanding of how this unique sales philosophy works for him and for his clients. Adam learns to expect more from himself and to serve his clients more effectively in the process.

Contact Duane today to learn more about how to book this extraordinary opportunity for your members and receive copies of *Expect More*. duane@duanecashin.com — 860-916-7081