



Ryan+Associates Australia
ABN 19 633 946 696

Communication & Presentation Skills • Customer Service & Sales Skills • Humour in Business • Leadership • Teamwork

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Keynote by Kevin Ryan CSP

Making Fun Work...How humour can become a profit factor in your business

A fun, interactive presentation that shows how leading overseas and Australian organisations are using FUN as their new success tool - and how it is reaping rewards in both sales and staff satisfaction. Workplace humour that works!

"A company that has fun, where employees joke with each other, put cartoons on the wall and celebrate, is spirited, creative and usually profitable." David Baum

In this presentation, Kevin will explain the 6 reasons why humour is important in our lives –

- People relate better to you
- People like (even prefer) to deal with you
- People listen to you more
- You have less problems with others - and those you do have are easier to solve
- You live longer
- You look better!

But, that is just the start. He will explain how humour can become a profit factor in every business or organisation. He will show how appropriate humour can be added to -

- Customer Service
- Staff Interactions
- Corporate Communications

Find out how fun is can be used to –

- Turn your customers into loyal advocates
- Make your business more noticeable and memorable
- Help you deal with difficult circumstances and situations

Kevin has worked with some of Australia's largest companies in humour training, and he can speak from personal experience how this has improved customer relations, brand recognition, profit margins and staff retention.

Kevin Ryan is a Certified Speaking Professional – the highest designation possible for a speaker and the only one recognised in Australia. There are approximately 480 CSPs in the world and 80 in Australia.



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Keynote by Kevin Ryan CSP

What customers really want...and how to have fun giving it to them! by Kevin Ryan

In a changing market environment – where consumer power seems to grow daily – providing exceptional service is mandatory for survival. Understanding what customers really want today is the key to consistently exceptional service that provides the ‘cut through’ in a crowded market.

In this presentation, Kevin will explain–

- What today’s customer expects
- What customers notice
- What customers remember

Kevin has worked with some of Australia's largest companies in customer service and sales training, and he can speak from personal experience how simple strategies have improved –

- customer relations
- brand recognition
- sales totals and profit margins
- customer loyalty and advocacy

This presentation has proven to be very successful; with business owners and those involved in sales saying it is particularly relevant to today's changing markets.

Kevin's background in sales at wholesale and retail levels, as well as his extensive experience in service based industries means that the information is provided in practical, easy-to-apply strategies. At the same time as providing specific hints for use in the workplace, the presentation is uplifting and fun - reminding all present that the best customer service is given by someone who enjoys what they do.

What clients have said about this presentation...

Great presentation - right on target! I believe ICS has gained some very valuable tools because of the energy and focus you put into your presentation. *Rose Siva, Director ICS Australia*

The seminar you presented exceeded our expectations with your understanding of the concept, the rapport you created with the participants and the professionalism of your presentation. Our staff reported that they felt motivated by the seminar and look forward to implementing the strategies discussed. *Peter Morris, Foster's Brewing Group*

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Speeches that SELL

Why selling to a group of people requires different techniques to selling to one or two - and how you can make that work to your advantage.

Selling to a group requires a different skill-set to other selling.

Success in selling to one or two doesn't always carry across to when you need to sell to a group. Success in sales depends upon your skills at creating a sales dialogue and your ability to read client's signals and change emphasis in response to these. Unfortunately, when it comes to selling to a group, these skills are of little use. A completely different skill-set is required.

In this presentation, Kevin will explain the differences between the two sales scenarios and provide practical hints for preparing a winning sales presentation. You will learn –

- The seven step process that will persuade an audience every time!
- How to analyse your listeners so that you will have confidence in your presentation.
- How to tailor you 'standard' presentation to a specific group.
- How to sound confident and in control during the question and answer session.

Kevin will also suggest ways in which this skill can become a competitive advantage for you in your marketplace.

Don't let your lack of confidence in speaking before a group be seen as a lack of confidence in your product.

Kevin draws on 25 years sales and sales management experience and his expertise as a champion speaker and leading speaking trainer to show how sales strategies and public speaking techniques are combined into a winning formula.

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Keynote by Kevin Ryan CSP

Break the Rules of Speaking - 5 ways to increase your confidence anytime you speak in public

Everyone would agree that greater confidence when speaking to a group will enhance their social life and increase their career and business opportunities. In fact, in the business arena, presentation skills are becoming a pre-requisite for success. In this presentation, Kevin explains that, while it might be a common fear, it need not be a permanent one; but, what you have to do first is break the rules!

Break the Rules! 5 'Rules' you should break to be more confident.

- 1. Forget the words.** For so many of us, not knowing what to say next is the main fear - so 'preparing my speech' equates to 'remembering the words'. Kevin will explain how this approach is doomed to failure.
- 2. Don't be the expert.** So many speakers think that to have a right to speak they must know more about a topic than anyone else in the room. But, most of the time, you don't know everyone in the audience - so you'll never know. And you wonder why you're nervous! This presentation will show that a different approach makes this totally unnecessary.
- 3. Let them know you're nervous.** Kevin will explain why hiding nerves can sometimes be the worst thing you can do.
- 4. Ignore the Audience.** Kevin will show that, especially in the opening, trying to talk to everyone in the audience is a bad idea.
- 5. Hope that Things Go Wrong.** What?!! No, this is not a recipe for severe depression - it is the secret to appearing REALLY confident.

Kevin will show, in his own unique style, how you can improve your performance every time you speak to a group - it might be a sales presentation, speaking at a meeting, introducing yourself at a networking function or addressing a staff group - by breaking the rules that most people try to follow when preparing.

This presentation is loaded with practical hints - confidence builders for any situation. He has co-authored four books on the subject and twice represented Australia in the Toastmaster's World Championship of Public Speaking Contests, so his knowledge is encyclopaedic. Kevin says, "It is impossible to become more confident speaking to a group without becoming more confident in one-on-one situations," so this is a presentation with something for everyone.

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Keynote by Kevin Ryan

TILT! Sell

Selling Skills for a Buyers Market

A favourite with professional groups and small-business operators who need to promote themselves. ent in one-on-one situations," so this is a presentation with something for everyone.

TILT!...a new way to sell that combines proven strategies in a way that gives you a real edge over the competition. Straightforward and easy-to-follow, it can be applied by entry-level salespeople as well as being used by the experienced ones to maximise their performance.

**The level playing field is extinct. In sales it was always a myth.
Success in the real world is about tilting the playing field *your way*.**

Tilt! is a sales strategy resulting from over 30 years studying all existing sales techniques and observing and analysing high-achieving salespeople. It is based on relationship selling, so it is ideally suited to both long-term and one-off sales relationships.

In this presentation Kevin will tell you how to:

- **Build trust quickly**
- **Fast-track a business relationship**
- **Put yourself in a position of influence**
- **Create and apply leverage**
- **Identify a client's buying triggers**

TILT! Techniques are applicable by everyone in sales –

...from front-line sales staff dealing with high-turnover clientele

...to those who have long-term relationships with repeat clients

...to those who have to pitch to a group for 'big-ticket' sales.

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