

Program Thumbnails

KEYNOTE

The Voice of the Customer

My Price is Already Low! What Does this Customer Want?

Are you selling solutions to customer problems or just assorted construction industry services? In this insightful talk, Robert Menard gives voice to the viewpoint of the customer.



In the hard bid, hard knock construction world, creating successful business relationships depends on reducing the costs of doing business, not just a foot race to the low price. The Best Value for a customer is the lowest Total Cost of Ownership.

Don't under-value selling skills. This unique experience will put you on the path toward creating more satisfied customers greater profitability.

Sessions

Negotiate This!

Turning Dollars Doesn't Mean Turning a Profit

Negotiation is the most crucial of business skills. Develop practical techniques for buying and selling equipment, services, material, subcontracts...

- ▲ Make concessions the other side wants
- ▲ Select appropriate strategies
- ▲ Decode verbal language clues
- ▲ Manage personality types
- ▲ Deploy Tactics and Counter Tactics

Communicate That!

Kicking Communication Deficit Disorder (CDD)

The greatest work place obstacle is the inability to effectively communicate. We confuse hearing with listening and most of us fear speaking in public. This humorous program will sharpen your communication skills, and improve success your business and personal pursuits.

- ▲ The mind's model of communication
- ▲ The 3 levels of meaning in anyone's speech
- ▲ The Golden Rule of Communication
- ▲ How to improve Listening and Speaking effectiveness
- ▲ How to communicate in the other guy's personality style!

Body Language

How to Read, Interpret, and Transmit Non-verbal Messages

Body Language transmits three times the meaning of its over-rated rival, verbal language. Become an expert in:

- ▲ The significance of dozens of gestures
- ▲ The seven gesture clusters of meaning
- ▲ What messages we transmit with our body language
- ▲ The differences between men and women
- ▲ How to know when someone is lying!

This workshop is highly visual and interactive, with demonstrations and group participation. Participate in an exercise in reading and interpreting body language.

***Sell for a dollar,
earn a dime—
Save the same dollar,
earn ten dimes***

About

Robert Menard

Robert Menard is a motivational humorist and a construction industry expert who has delighted audiences on both sides of the border and across each ocean. An engineer by education and a contractor by experience, he serves general and sub contractors, owners, designers, suppliers and manufacturers. A renowned authority in business strategies, his message arrives on the wings of humor in his characteristic energetic and engaging style.

Some of this year's convention clients include the Northeast Concrete Products Association in NH, the Manufactured Concrete Products Exposition in Atlanta, and the World of Concrete in Orlando and the Construction Financial Management Association in New Orleans. In March, he keynotes the Alaska Governor's Health and Safety Conference in Anchorage.

To inquire about Menard's speaking, consulting and training services or to order his latest book, *You Negotiate It—You're the Buyer* his CDs on Negotiation and Communication or other products and services, call 214.513.8484 or visit the web site, www.RobertMenard.com

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