

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



STEVEN CATES PH.D. FOREMOST AUTHORITY ON PEAK PERFORMANCE & CHANGE

Steven Cates is recognized as one of America's foremost authorities on the psychology of peak performance and change. Steven's highly entertaining, interactive style inspires, informs and empowers audiences to achieve optimal results personally and professionally. He imparts innovative strategies professionals can begin using immediately to stay ahead of the competition and thrive in the face of chaotic change.

During his extensive sales and management career, Steven set many personal sales records, ultimately becoming the leader in personal sales as well as the top sales manager in an organization of 30,000 sales people. He then went on to reach the top of a Fortune 500 corporation with annual sales exceeding \$260 million.

The New York Times said; "He is a masterful interpreter of human behavior and peak performance." The Young Presidents Organization said; "One of the most outstanding speakers we've experienced."

Over the last 20 years, Steven Cates has delivered over 2,000 speeches and earned a reputation as a dynamic and compelling speaker. He motivates with substance, entertains with style and presents a message of lasting value to organizations such as Dell Computers, Bank of America, Prudential, and The Young Presidents Organization among others, helping those organizations and their people maximize productivity.

Og Mandino said: "Steven Cates is that rarity who has the unique ability to not only capture and hold an audience, but send it back into the world with a full awareness of the great potential that lies within us all. He's a winner and a sharer - that's a tough combination to top."

Steven's powerful message, engaging style and proven ability as a top platform professional guarantees a winning performance every time. You can count on it!

STEVEN CATES PH.D.

TOPICS

MASTERING CHANGE-THRIVING ON CHAOS!

Rules for the New Millennium

The blinding speed of change and the revolution that is happening in business is a major cause of stress. Discover new techniques to release stress and fear instantly to stay empowered all the time. Utilize the "four step adaptive change model" to lead change and generate a competitive advantage.

- Four Qualities of Effective Change Agents
- Shift Your Personal Change Paradigm
- Leverage Future Marketing Trends

RADICAL CUSTOMER SERVICE

A Competitive Advantage

Never again will you have an advantage in product or price for very long. The most effective way to establish a competitive advantage is to offer "radical customer service." Learn from the outrageously successful companies that offer exceptional, "over the top" customer service. Customer service is everyone's job! Your associates, the ones on the front line, need the skills to deal with all kinds of customers in all kinds of situations.

- Handle Difficult People
- Negotiate Win/Win Solutions
- Bullet Proof Your Customer Service

LEADERSHIP, MANAGEMENT, MOTIVATION

Excel in a Changing World

Anyone can become a better leader by applying four strategies used by all great leaders. An effective leader consistently communicates a vision of a brighter future and is able to motivate different people differently. When effective management strategies are exercised within a company, results happen outside the company.

- Choose the Future Over the Past-Opportunity Over the Problems
- Sustain Company Values While Fostering Change
- Aim High-Lead Rather than Follow

BREAKTHROUGH TO PEAK PERFORMANCE!

Steven reveals his innovative strategies to achieve and sustain peak performance regardless of the circumstances. Release the stress that typically dis-empowers others. Steven will get your audience involved from the very beginning and keep them laughing and learning until the end. They will leave this session with tools, techniques and strategies they can begin using immediately to produce breakthroughs!

- 4 Components of Modeling Peak Performers
- Empowered Agents Empower Buyers and Sellers to take Action!
- Turn Stress Into Success and Win!

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CLIENT LIST

American Airlines
Apple Computer
Bally's Fitness
Association of Life Underwriters
Baltimore Life
Bank Of America
Bell South Mobility
Boston Herald
Canada Life
Cellular One
Century 21 International
CitiBank
Chase Manhattan Bank
Coldwell Banker
Compaq Computers
Dell Computers
Dunhill Personal
First Interstate Bank
GMAC Mortgage
Honeywell
Oldsmobile
Lincoln Mercury
IBM
Management Institute
Meeting Professionals International
Mercedes Benz
Mutual of Omaha
NACVA
National Association of Realtors®
National Association Of Pizza Distributors
NEC
New York Times
Nextel
Nissan Motor Company
Ore-Ida Food
PacTel Cellular
Polaroid Corporation
Prudential
Sales & Marketing Executives
Sebastian International
Star-Kist Foods
Union Carbide
U.S. West Communications
Verizon
Washington Mutual Bank
Wells Fargo

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TESTIMONIALS

"Steven Cates is that rarity who has the unique ability to not only capture and hold an audience, but send it back into the world with a full awareness of the great potential that lies within us all. That's a tough combination to top!"

Og Mandino
Author, "The Greatest Salesman in the World"

"Steven Cates is Awesome! I have been in the Real Estate Industry for over 20 years. During that time I have experienced many motivational and educational speakers. Steven brings the most realistic approach I have ever seen."

Darrell Harrison
VP, New Century Title Co.

"I am very confident that the seminar will increase the loan volume for the Mortgage division. I felt the seminar represented Wells Fargo Bank very well and we are looking forward to another very successful seminar on March 9th."

Wells Fargo Bank

"My office went from \$4 million a month to \$17 million a month using Steven Cates' revolutionary new strategies."

Fred Sands Realtors

"Thank you for the valuable message you delivered at our National Convention."

Prudential Real Estate Affiliates

"The sponsor event was exactly what we needed to reach the real estate market."

Apple Computer

"Many of the 500 Realtors that attended your seminar have thanked our Loan Representatives, myself and California Federal Bank for sponsoring your positive and insightful seminar."

California Federal Bank

"Wow! Steven Cates is a powerful presenter to the core. By far the most positive seminar experience we've had."

Stewart Title

"By far the most professionally done..."

Norwest Mortgage

"Thanks for doing such an excellent job for us. I thought your communications topic was superb."

Regis Homes Corporation

"I was so pleased with the success of the seminar. The quality of agents was great, and we had a fantastic turnout."

North American Title