

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



JIM CATHCART CSP, CPAE **THE AUTHOR OF RELATIONSHIP SELLING**

Jim Cathcart, CSP, CPAE, author, professional speaker and business leader, is the founder and CEO of Cathcart Institute, Inc. (founded in 1977), an organization devoted to helping clients create and grow High-Value Relationships. Jim's thirty plus years of study in applied behavioral science has resulted in *The Acorn Principle*, a guide to understanding the many elements that make us who we are. This breakthrough work achieved best-seller status online, as well as through traditional hardbound book channels. In fact, it was the nation's #2 best-selling e-book in the year 2000, second only to Stephen King.

As the author of 14 books including *Relationship Selling*, Mr. Cathcart has long been a trendsetter in the business community. He has his own TV show on TSTN network and has delivered over 2,600 speeches around the world. He is also a co-author of *ConnectAbility: 8 Keys to Building Stronger Partnerships with Your Colleagues and Your Customers*. His next book is tentatively titled *Relationship Intelligence: It is who knows you that counts*. Among professional speakers, Jim is a world leader: recipient of The Golden Gavel Award from Toastmasters International for 2001, Past President of the National Speakers Association (NSA), winner of the Cavett Award, member of the Speaker Hall of Fame (CPAE), Certified Speaking Professional (CSP), and a long-time member of the exclusive Speakers Roundtable, 20 of the world's top speakers.

Jim sits on numerous boards of directors, including the business school advisory boards for Pepperdine University and California Lutheran University. In 2003, he founded The 101 Leaders Institute to identify, encourage, develop and learn from the people in the L.A.-Ventura Corridor who are making a difference through personal leadership. Today, he is based in Lake Sherwood, California, just north of Los Angeles, where he regularly hikes the mountain trails and rides his motorcycle on the twistiest roads he can find.

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TOPICS

Motivation -Intelligent Motivation for a Challenging World

Knowledge and Skill will not win the day, but Confident Action can change your world. Learn how to increase your drive, strengthen your discipline, and sustain the action that is needed to succeed. Intelligent Motivation (tm) is determining what is important, identifying what action is needed, and doing what is necessary to generate and sustain that action until your desired outcome is achieved. It is Conscious, Objective, Intentional & Relentless Action on Vision, Focus, Standards, Meaning, Agreements, Measures & Rewards. In this program, Jim will teach you how to inspire vision, take focused action, create firm standards, make your work more meaningful, develop clear agreements, accurate measures, and appealing rewards.

Relationship Selling -The Eight Competencies of Sales Excellence

We need to rethink how we connect with our customers and suppliers, before our competition does. When Jim Cathcart wrote the book Relationship Selling it was considered revolutionary. Today it is considered standard practice. This presentation shows you what to listen for, how to be natural in your selling style, and how to connect with the underlying elements in buying psychology that most people never heard of.

Self-Leadership -Rethinking Ourselves For a New Era

"If you can't lead yourself, please don't lead others." The most popular methods of leadership, management, sales and service delivery are already dangerously out of date. New technologies require new ways of thinking. Every day another standard practice becomes obsolete. To continue to grow and thrive we must learn to constantly Rethink: our markets, our systems, our relationships, our strategies and ourselves. This presentation combines stories, visuals, research and audience interaction to dramatically improve the way we think and act.

Helping People Grow -The Acorn Principle

Every person can be very good at certain things, but most people don't know what those things are. Jim shows people how to find and grow their natural strengths so that they can always be self-motivated. Based on nine years of psychological research into personal effectiveness. A fascinating exploration of what makes us who we are, and how to use it.

Lifetime Customer Loyalty -The Grandma Factor

When you find meaning in what you do, you bring value to what you do. Everyone knows how to provide good service; our challenge is getting them to want to. The real magic in customer service comes from discretionary efforts, when people go beyond their job description. This presentation focuses on the ways systems, strategies, standards and relationships impact service. Jim teaches building your clientele through "Up-Serving".

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CLIENT LIST

ASAE
American Airlines
American Bankers Assn.
AT&T
Honda
ASTD
Becton Dickinson
Blue Cross Blue Shield
Bombay Company
Canadian Pacific Hotels
Genex-Land O' Lakes
Century 21 International
Express Personnel
Fairmont Hotels
Foodmaker
Ford
Honeywell, Inc.
IBM
Jenny Craig Int.
John Deere & Company
Lexus
Lucent Technologies
Massachusetts Mutual
MPI
Nat'l Assn. of Realtors
Norwest Bank
Pacific Bell
Printing Industries of America
Prudential
Motorola
Mass Mutual
Prudential
Norwest Bank
Becton Dickinson
John Deere
Levi Strauss
U.S. Air Force
Putina Mills
Sales & Marketing Exec.
Servistar Corporation
Sunrise Medical Inc.

Tandem Computers
The Executive Committee
Toastmasters International
Toyota
United Airlines
United Van Lines
Univ. of So. California
Voluntary Hospitals of America
Young Presidents Org.
Xerox

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TESTIMONIALS

"Your calm and joyful presence was an inspiration in the midst of the details and pressures of my first Sales Conference! I personally really appreciated and enjoyed your presentation, and will carry your message, your spirit, and your little acorn with me for a long time!"

Blue Cross and Blue Shield of Minnesota

"Thank you for being part of our National Conference. The comments we received were excellent, professional, fantastic, great combination of entertainment and useful information. Your presentation helped make this year's conference a huge success."

Interdent

"Thank you, Jim, for delivering an expert speech relevant to our business, company and annual awards theme. We greatly appreciated your time and attention before the event, in order to ensure delivery of just what we wanted. Your pleasant and courteous professionalism certainly helped to make our day a huge success."

Long Fence

"You were a hit! I continue to receive compliments from our attendees about your inspiring presentation at our Leadership Summit. You struck all the right chords, touching both their professional and personal lives. I couldn't have asked for more. It was also a delight to work with someone who took the time to understand our priorities and key messages. Your commitment to meeting your customer's needs shone through, and was the ideal role model for our audience."

The Pampered Chef®

"You certainly exceeded our expectations, which were quite high to start with. This was the second time this year we had the opportunity to hear you speak. I'm happy to report that I got more from your program the second time around. The audience was engaged and I think everyone who attended walked away with something they can use for the rest of their lives. You are truly a man for all seasons, and a speaker for all people."

Pioneer Mobile Entertainment

"When outlining objectives for our North American Sales Conference, several critical objectives rose quickly to the top. They included informative, useful and actionable topics, memorable, powerful and captivating... Jim Cathcart squarely hit on all of them. Even through adversity such as a complete power failure over three quarters of the way through his presentation, attendees STILL listed Jim as the key impact speaker of the event. Outstanding!"

Carlton Cards

"Jim's program exceeded our expectations and was right on target with the paradigm shift that Given Imaging is going through this year. Jim was the resounding voice of our customer and made it clear what their expectations will be from our team. The points that he made in regards to Relationship Selling were specific to our business and it was clear that Jim took the time to fully research our company and product and then focused his presentation on our needs. Jim's presentation set the tone for our best National Sales Meeting ever. Thank you Jim for being part of the Given Imaging Team!"

Given Imaging

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SPEAKER

TESTIMONIALS (continued)

"Jim did a great job for our team. His presentation was right on target and the audience reaction was excellent!"

Reser's Fine Foods

"The onsite feedback was that this year's LAMP conference had one of the strongest general session line-ups of all time, and this is certainly due in part to your wonderful presentation on 'Rethinking Your Business and Yourself.' I can sum up the comments on your presentation by saying the content of your talk was only surpassed by your eloquent delivery."

GAMA International

"Jim Cathcart is the consummate professional who delivers! He provides content that is relevant, current and engaging and meets the adult learner right where they are. He motivates, challenges and inspires!"

Promotional Products Association International

"Jim Cathcart's Relationship Selling seminar at our recent Annual Sales and Marketing Conference was outstanding. His personal approach, and style connected extremely well with our Senior Management and Sales Team, I have already received many positive comments on how his comments and ideas will help our people move our people's relationships with their customers to a higher level. I look forward to the opportunity to using Jim for our future training and associate development needs."

Reinhart Foodservice

"Our producers have not stopped talking about what a great job you did. You were entertaining, informative, interesting and so enthusiastic. Thank you!"

Wausau Insurance Company

"Thank you for making our Leadership Conference truly memorable. Your message about how we can maximize employee efforts and how to improve ourselves and our co-workers was directly related to areas we are attempting to improve within our corporation."

MDU Resources Group, Inc.

"Your presentation went extremely well, the feedback forms indicated people listened, learned and laughed... you were a HIT!"

ASAP Software Express

"The audience was with you the whole way, from the logging trucks repossessions to the photo's of kids in your wallet. Thanks for spending the extra time with us to get to know Great Plains and our Partners. Your investment showed up in your strong connection with the audience."

Great Plains Software

"Your presentation, 'The Acorn Principle,' at the American Payroll Association's Payroll Best Practices Conference in San Diego was one of the highlights of our conference! The questions you posed were very thought provoking, allowing the audience to internalize your ideas and individually sow the seed of personal and professional growth."

American Payroll Association

"Your presentation was outstanding! As I said to you following your comments, it is very clear to me why you were ranked #1 by your peers. You delivered a very important message to our management team. The passion and sincerity behind your comments put the entire audience in the palm of your hand."

AMICA

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SPEAKER

TESTIMONIALS (continued)

"You delivered the best seminar that I have ever experienced! You captured the interest and attention of the entire group and the information was presented perfectly! Great ideas and inspiration - and I am looking forward to reading your books."

Technology Assurance Group