



Patrick H. McGaughey CPF, IOM Program Topics

Business Leadership Sessions

Our business leadership seminars, workshops and keynotes focus on the following subjects;

- Creating and selling your vision and mission
- Earning permission to lead others
- Strategic and tactical planning
- Becoming the majority leader

Business Management Sessions

Our business management seminars, workshops and keynotes focus on the following subjects;

- Saving their dignity while demanding excellence
- Facilitating team performance and participation
- Department to Department communication
- Delegating with confidence and letting go

Business Marketing Sessions

Our business marketing seminars, workshops and keynotes focus on the following subjects;

- NETworking is One Letter away from NOTworking
- Marketing Plans that create "Permission to sell."
- Madison Avenue Marketing at Main Street pricing
- Marketing to create action

Business SALES Sessions

Our business sales seminars, workshops and keynotes focus on the following subjects;

- Become known as an asset to your customers, not a transaction.
- The solution to increasing sales is in problem solving.
- Communication & Negotiation Skill Building
- Start with "Yes" to finish with "Yes"

Business SERVICE Sessions

Our business service seminars, workshops and keynotes focus on the following subjects;

- Consistent Personal Performance Creates Consistent Professional Performance
- Customer Service is a practice; like medicine it can never be an exact science
- Dealing with difficult people begins with perspective for less pressure
- Remembering names, saying no and maintaining energy