

## David Meerman Scott

Internationally Best-Selling Author and Growth Strategist

### BE FEARLESS: REAL-TIME Marketing & PR GET RESULTS

Break out and breakthrough by engaging customers on their own terms. Business is different today. We all know it. It's a scary idea to set aside outdated beliefs and dusty old strategies but those old ways are costing you money. It's time to be fearless. Get over the fear of trying something new, the fear of change, and the fear that it might not work the first time. David Meerman Scott leads the way and outlines fresh, measurable and low- and no-cost strategies – like Newsjacking – to instantly and directly reach your audience. Scott's informative, entertaining and high-energy presentations shine a light on the best examples of success from a wide variety of large and small organizations – from business-to-business outfits to rock bands, nonprofits to entrepreneurial growth businesses. He'll energize the audience and show people how to get found at the exact moment buyers are looking. Social media are the tools but it's a Real-Time mindset that drives strategy in a world where speed and agility win – not the biggest budget. Shift from the controlled and message-driven advertising/PR paradigm and learn to win hearts and minds by creating content that people are eager to consume and share.

### FEARLESS SALES – POWERING SOCIAL SELLING IN REAL-TIME

The way most companies sell is not aligned with the way people buy. That's a problem. Buyers are bypassing the traditional selling model altogether. They're learning for themselves about your products/services, your competitors, and what customers say about you (whether true or not!). At the same time, the boundary between the sales and marketing efforts has gotten blurry – so blurry it's almost not there. These changes have driven a revolution in how sales and service are done. It's time to stop thinking in the past and get fearless about how to engage customers. Social selling is the most effective approach and speed is the ultimate competitive weapon. Nothing is faster than Real-Time because you reach buyers on their timetable, not yours. It's natural to fear trying something new or different – change is never easy. David Meerman Scott shows how the best salespeople (and sales organizations) have become information curators – communicating by delivering the precise information buyers need at just the right time and in just the right way. Real-Time social selling gains more customers with fewer resources and David offers concrete examples of small and large companies achieving sales success right now.

### BEYOND THE KEYNOTE

David Meerman Scott is available to deliver sales and marketing workshops which provide a step-by-step framework for implementing Real-Time sales or marketing/PR strategies. These sessions drill down to explore tactical, actionable plans to reach buyers directly and in Real-Time. Learn powerful ways to create content that gets attention using blogs, viral marketing, podcasts, online video, search engine marketing and online thought-leadership. Programs are custom-tailored to suit unique needs. Please inquire for specific details.

### REAL-TIME MINDSHIFT – IN-PERSON TEAM COACHING SESSION

Get your team together and roll up your sleeves! David Meerman Scott comes to your office to coach your team to re-imagine ways to reach your audience. Learn to take advantage of new Real-Time marketing and sales realities. Then set your organization up to exceed your goals by implementing new low-cost (and no-cost) strategies and tactics in that are proven to grow business. By the end of the day with David, your team will be eager to implement the new ideas. Everybody will be armed with a clear set of objectives and actionable & fresh Real-Time approaches that create immediate results. The live coaching session works because David tailors each one from the ground up for your specific needs. He's conducted events at dozens of varied organizations around the world including Dow Jones, Microsoft,

United States Marine Corps, NY Islanders, Century 21, Jackson Healthcare, National Geographic, and many more.

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