LAI Leading Authorities, Inc.

Connie Podesta

Expert in Leadership, Change, Sales

StandOut from the Crowd... Out-Perform, Out-Think, Out-Lead, and Out-Sell the Competition. Bottom line: Your future success depends on your ability to OUT-SHINE past performance, OUT-THINK old ideas and OUT-MANEUVER anyone who says it can't be done. Simply "meeting expectations" doesn't cut it anymore. YOU and YOUR BRAND have to be so extraordinarily AWESOME, UNIQUE and VITAL that people will CHOOSE to do business with YOU instead of your competitor! Ready?

StandOut Influence... How To Get People On Board. Successful people are GREAT influencers. They know how to get consensus, ownership and buy-in from the people who count–without manipulation, intimidation, sacrificing relationships, or stepping on toes. Bottom line: Getting the job done the right way hinges on your ability to "sell" yourself and your ideas in such a trusting and positive way that people will CHOOSE to: Follow your lead. Cooperate with you. Learn from you. Buy from you. Partner with you. And…support you so you can make things happen!

StandOut Sales... Like You've Never Heard It Before! Think you've heard everything there is to know about SALES? Then make way for some game-changing, money-making, customer-attracting ideas that will literally blow the roof off "sales done the old way." Connie Podesta, an expert in the psychology of human behavior and sales strategies has helped millions of people take sales to a whole new level…and have more fun while getting there. First step– no more excuses. If you believe that PRICE, PRODUCT, MARKETING or TERRITORY are the main reasons for not closing the deal, think again. Customers tell a different story. Connie takes you right smack inside the mind of today's new breed of customer. Bargain-hunting. Demanding. Indecisive. Internet savvy. Overwhelmed with choices. And, very SELECTIVE about WHO they CHOOSE to do business with.

StandOut Leadership... Lead Like You Mean It! In a perfect world all employees would be: high achieving, self-motivated, engaging, team players who see the big picture and always strive to do their best to get the job done on time without complaining. Does that sound like the Twilight Zone? Bottom Line: In the real world many employees: simply "meet expectations," lack initiative, bring their personal life to work, stress over every change and whine about having to WORK….on the job! "Enough!" says Human Behavior and Leadership Development expert Connie Podesta, who has empowered thousands of leaders worldwide with the attitudes, mindsets and strategies necessary to create a team that's willing, able and excited to get the job done THE RIGHT WAY!

StandOut Relationships... Life Would Be Easy, If it Weren't for Other People. Imagine what you could accomplish if you could decode the mystery of human behavior and truly understand what makes people do what they do and say what they say (including yourself!) Research shows that the

#1 key to SUCCESS is the ability to get along with other people. At work and at home. Bottom line: how you choose to relate to, communicate with, be accountable to, resolve conflict with and garner respect from other people will directly impact your ability to attract and sustain healthy relationships so you can lead, manage, sell, produce, collaborate, work as a team, enjoy life, stay healthy, be happy and…experience success.