Do you want to grow your network and build long-term, profitable relationships?

Create Meaningful and Profitable Connections in Business will help any business person become more effective at building relationships and converting those relationships into profitable clients.

People do business with those they know, like and trust. This insightful and practical workshop will guide you through the daunting process of making new connections and teach you how to get those connections to like and trust you so you can organically convert them into clients.

In this workshop, you will learn how to:

• Connect with the right people to build your network
• Kickstart the initial connection on LinkedIn and at networking events
• Avoid getting stuck after the first interaction
• Make your connections feel understood and valued
• Build likeability to win over your connections
• Strengthen your relationships with a deeper level of trust
• Move your connections through the know, like and trust pipeline
• Position yourself as a value creator and a problem solver
• Convert your connections into paying clients
• Tap into your most valuable resources to become a successful relationship builder

You will walk away with templates and action plans to grow your relationships.

Create Meaningful and Profitable Connections in Business is designed for consultants, lawyers, accountants, financial planners, relationship managers, sales representatives and entrepreneurs who want to generate more business from their network.

If your business is relationship driven, this once a year workshop will teach you how to make your clients want to keep doing business with you and keep you moving forward in a stagnant economy.

REGISTER NOW

WHEN: Friday, May 12th 2017 from 8:15am to 4:45pm
WHERE: Perth (address to be advised)
TICKETS: $845 per person / $695 per person when booking five places or more

>> EARLY-BIRD PRICE Jan 20th - February 25th <<
$645 per person / $495 per person when booking five places or more

EXTRAS
• Morning tea, lunch and afternoon tea are included in your registration.
• A 45-minute private consultation with Kara and access to the Business Etiquette 101 video course are included in your registration.

Register your place for this yearly event by e-mailing contact@executive-impressions.com. Visit www.executive-impressions.com/cmpc for more information about this workshop.

“Working in sales gave me an opportunity to deal with different types of personalities and to make new connections everyday. I would recommend this course to anyone seeking to improve their social skills and build stronger relationships”. Mohammed, Medical Sales Representative, Dubai

“Kara teaches us everything we didn’t learn in business school”. Sarah, Entrepreneur, San Francisco

“How much would one meaningful connection impact your bottom line?
## REGISTRATION AND NETWORKING

### WELCOME AND INTRODUCTIONS

**DISCOVER THE MECHANICS OF MEANINGFUL CONNECTIONS**
- Define your ideal connection (not everybody is the right connection)
- Introduction to the know, like and trust pipeline

**BREAK THROUGH THE KNOW BARRIER**
- Why the initial connection is the hardest
- How to kickstart the initial connection on LinkedIn and move it forward
- How to kickstart the initial connection at networking events and move it forward

**MAGNIFY YOUR LIKEABILITY**
- The positive business result of being likeable
- Getting the other person to talk and listening to understand
- Three simple ways to magnify your likeability on LinkedIn and in person

### LUNCH -- 45 minutes (included with registration)

### STRENGTHEN YOUR CONNECTION WITH TRUST

- What does it mean to be trustworthy?
- How to position yourself as a value creator and a problem solver
- Three ways to strengthen your connection with trust on LinkedIn and in-person
- How to follow up with sincerity and strategy

**CONVERT MEANINGFUL CONNECTIONS INTO PROFITABLE BUSINESS RELATIONSHIPS**
- How regular contact leads to effortless sales
- Adding value to gently guide your connection to a sale
- Going for “the ask”

**KEYS TO SUCCESS IN RELATIONSHIP SELLING**
- Be laser focused on who to connect with
- Persistence pays off
- Commit to lifelong learning
- Manage your time intelligently

### Q&A

### FINAL THOUGHTS

KARA RONIN, founder of Executive Impressions, is recognised as a social skills, business etiquette and leadership expert. Her advice and unique perspectives have been featured in numerous publications such as TIME Inc., Business Insider, YFS Magazine, and more. She is regularly interviewed on prominent podcasts and speaks internationally.

Kara uses a unique, results-oriented and fresh approach to business etiquette, social skills, and leadership to help professionals interact with business people all around the world so they can effectively build relationships, retain clients, and improve their bottom line.
Included in your registration is a 45-minute private consultation with Kara and access to the Business Etiquette 101: Social Skills for Professional Success video course.

45-Minute Private Consultation

When you register for this workshop, you will receive a 45-minute private consultation with Kara (normally valued at $285). This consultation can be taken by Skype or phone after the workshop (or in some circumstances, in-person). In this private consultation, you will get advice specific to you about how you can build meaningful connections with your clients.

During this private consultation, you will be able to:

- Ask questions related to your specific clients and situation
- Get clarification about topics learned during the workshop
- Review your own know, like and trust pipeline
- Set personalised goals for expanding your network
- Get focused advice on moving your connections into profitable clients

Once you have registered for this workshop, you can schedule your private consultation by e-mailing contact@executive-impressions.com.

Business Etiquette 101: Social Skills for Professional Success Video Course

When you register for this workshop, you will receive access to the Business Etiquette 101: Social Skills for Professional Success video course (normally valued at $280).

Access to this video course will be given after the workshop.

This video course runs for over 3 hours and the content is taught over 33 separate videos. It includes a comprehensive workbook, review slides and quizzes.

At the end of this e-learning course, you will know how to connect better with clients, win people over with your first impression, and magnify your business success.

In this video course, you will learn how to:

- Build the know, like and trust factor
- Create an executive wardrobe
- Conquer networking
- Master your conversations
- Nurture your digital footprint

Click this link to preview selected videos from this course: https://www.udemy.com/business-etiquette-101-social-skills-for-success

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"Excellent course!" Richard Tian  "Five-star video course" - Amanda Liston, Lawyer, Perth