
Keynote Addresses

On average, CDI facilitates over 250 sessions annually. Each keynote/workshop is customized to your audience and objectives. We guarantee that each participant will walk away with a list of realistic strategies and tactics which will have an immediate impact on increasing sales and profitability.

Here is a sampling of topics previously addressed:

Sales & Marketing Topics

- Becoming a Business Consultant to your Dealer/Distributor
- Beat Your Best: Training Sales People for Maximum Results
- Building Strategic Selling Relationships
- Escaping the Commodity Trap
- High Powered Sales Strategies
- Selling Value vs. Price (Commanding Higher Margins)
- Value Selling Principles for Maintaining Your Competitive Edge

Wireless Specific

- Beat Your Best: Training Sales People for Maximum Results
- Becoming a Business Consultant to your Dealer/Distributor
- Big Bucks in Small Business
- Making Money In Wireless
- Making Money with Wireless Data and Wireless Broadband Solutions
- Proven Techniques for Selling Advanced Services
- Selling Wireless Solutions: How to Beat Your Competition Without Beating Down Your Margins!

Customer Service Topics

- 21 Ways To Secure and Grow Your Customer Base
- Customer Service... It's A Contact Sport

- Customer Service Isn't A Department... It's YOU!

- Customer Service Excellence... It's A Leadership Issue
- Customer Service... The Heart of Your Company's Success
- The Financial Impact of Customer Service