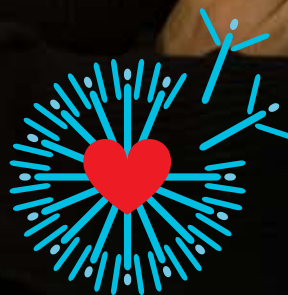




# Keith Abraham



**Creating Passionate People**

- Entertaining and Insightful Keynote Conference Speaker
- Best Selling Author ... Living Your Passion and Creating Loyal Profitable Customers
- Business Innovation Catalyst
- Business Growth Specialist

# CREATING PASSIONATE PEOPLE

When the **WHY's** become clear, the **HOW's** become easy!  
When your people discover their reason for achieving a goal, they will find the steps to achieve that goal.

Passion is **ENERGY** created when people have a goal, a reason, a plan and a focus.

We work with organisations just like your business assisting them to create **PASSIONATE PEOPLE.**



## Companies that have used Keith's services over the last 12 months

ASTERON  
BAY AUDIO  
BENDIGO BANK  
BUPA AUSTRALIA  
BUPA UK  
CAPRICORN SOCIETY  
CONSCIOUS MONEY  
DISCOUNT DRUG STORES  
ELDERS FINANCIAL PLANNING  
FINANCIAL PLANNING ASS.  
HI-CAPS  
INSURANCE GROUP AUSTRALIA  
IVECO TRUCKS  
LEXUS AUSTRALIA  
MILLENNIUM 3  
MLC  
MORTGAGE CHOICE  
MORTGAGE FINANCIAL ASSOCIATION OF AUSTRALIA  
MY ADVISER GROUP  
NAB BANK  
NAB FINANCIAL PLANNING  
NETWORK 21  
QBE INSURANCE GROUP  
SANDVIK  
SNC LAVALIN  
SPANLINE  
THE LEARNING LADDER  
TOSHIBA  
TOYOTA

**“I was stimulated, liberated and ultimately more spirited.”**

**STEVE JONES — TELSTRA**

## KEITH'S CLIENTS

**Keith speaks at only 80 events each year. With his clients using his services over and over again.**

Keith can provide you with pages of client testimonials, however, here are just a few of his clients you can contact personally to find out about the results Keith delivers.

### **JOHN ROCA**

Chief Executive, Lexus Australia  
(02) 9710 3350

### **TRACEY TOWNSEND**

Manager, Customer First – Toyota Australia  
(02) 9710 3989

### **KIRI WALLACE**

National Retail Operations Manager, Discount Drug Store  
(07) 3720 9111

### **JORDAN HAWKE**

Executive Manager, Asteron – Part of the Suncorp Group  
(02) 8275 3645

## PASSIONATE PEOPLE PRESENTATION COMMENTS

**Watch Keith present and see what audiences think of his presentation ...**

[www.keithabraham.com](http://www.keithabraham.com)



# PASSIONATE PEOPLE PRESENTATION

This presentation can have a customised focus across any specific target working within your organisation ... Frontline Sales, Business Leaders, Customer Service Specialists, Support Staff and Call Centre Team Members.

As a result of past experiences this keynote presentation or workshop is always well received by Independent Business Owners, Franchisees, Commission Sales Professionals and those Entrepreneurs who are building their small to medium sized enterprises.

This interactive and engaging presentation evolves around a 4 part insightful model ... **PASSIONATE PEOPLE PROCESS** which is aimed at assisting people to create certainty in their work and life, gain clarity about what needs to be achieved and give them confidence so that they can obtain consistent outcomes in life and work.



**MEANING ...** It is critical that your people find meaning in your business initiatives and meaning in their life. By understanding their WHY's and reasons they are more moved to implement ideas that lead them to achieving not only your business goals but their personal goals as well.

**MILESTONES ...** How do you know if you are making progress if you can't measure milestones along the way? We assist your people to focus on the things that will count in their journey towards achievement. Having dreams is the first step but without a plan and a deadline it will never become a goal worthy of achieving.

**MINDSET ...** Anything is possible if people have the right mindset and personal belief that they are worthy and deserving of future success. Very rarely is it a set of circumstances or situation that stops people from achieving. It is more often their self-esteem, self-belief, self-confidence and self-awareness.

**MOMENTUM ...** Your people don't need motivation, they need to clarify a big reason to achieve the uncomfortable or unusual. Momentum is the key and when that is achieved, people take action on a consistent basis. It about what they do today, this week and this month that moves them in the direction of their desired outcome and goals.

## SPECIFIC KEY TAKE OUTS FROM THIS PRESENTATION

**After 25 years of research and 15 years of working with high performance business people, we have content that transforms your peoples' mindset with these insights ...**

- Clear understanding on how to find your passion, pursue your passion, live with passion and profit from your passion.
- Identify the Six Personal Emotions relating to personal and professional achievement.
- Why dreaming is so important as adults and how to start the process again in your life.
- Accept Keith's famous 100 Goal Challenge and the impact that it will have on your life and work.
- You will gain a little known insight into why most people quit on their dreams and goals before they start and how to avoid it forever.
- Understand your unique driving achievement values and how to use them to connect you to your goals.
- We will review the 4 key areas to set worthwhile meaningful goals in your life and business role.
- I will share 6 ways to develop your confidence, esteem, belief and awareness into the person that can achieve all of your wildest dreams and desires.
- Understand how to achieve personal and professional momentum in your life.
- You will gain a questioning model that clarifies what you need to start doing, stop doing, do more of or do less of right now.

**This content can be a 45–60 minute keynote presentation or it can be used in a 90–120 minute workshop. We are also often engaged to conduct this content as a half and full day workshop.**

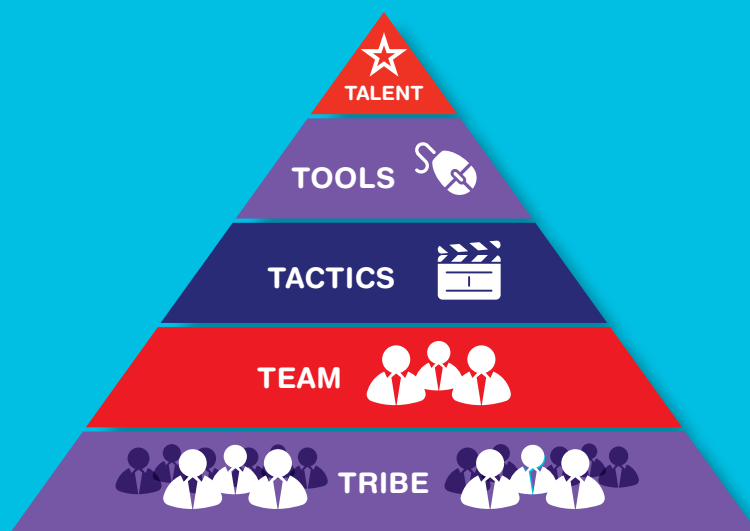
**We have additional time tested content that relates specifically to Business Leaders and Business Owners so that they can be equipped to influence either their team of people and in turn create passionate people or passionate customers.**

# PASSIONATE LEADERS PRESENTATION

Every business wants their people to be engaged, energised and enthused.

Yet so many staff members go through the motions on a day to day basis not because they want to but because they are not aligned with your direction, connected to your goals and involved in the innovation process of making your business better.

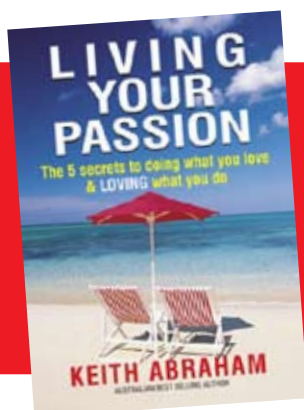
This presentation is about having more of your people leading themselves and your business by embracing change and the new way of doing business in our society.



# SPECIFIC KEY TAKE OUTS FROM THIS PRESENTATION

After 25 years of research and 15 years of working with high performance business people, we have content that transforms your peoples' mindset with these insights ...

- Explanation of why people are reluctant to change in their business and life.
- The 8 phases of coping and conquering change in your current environment.
- The 3 elements to making the transition through a changing environment successfully.
- Review the key strategies to become proactive when dealing with change.
- Discuss the 9 key elements to building great teams and the keys to working together as one team with a common purpose.
- Defining the priority goals, vision and culture you want for your team.
- How to work smarter with greater productivity as a team.
- How to improve team interfacing through enhanced communication.



## LIVING YOUR PASSION by Keith Abraham

Most people spend their time earning an income instead of designing a life. Have you ever wondered if there is more to life than what you are doing right now? Deep down, you know that life is too short to live without a passion and personal goals. What is your life plan? Are you achieving everything you want out of life? What is your passion and how close are you to obtaining it? Do you want more for yourself but feel helpless to change your current circumstances? If so, this book will show you how. I guarantee it!

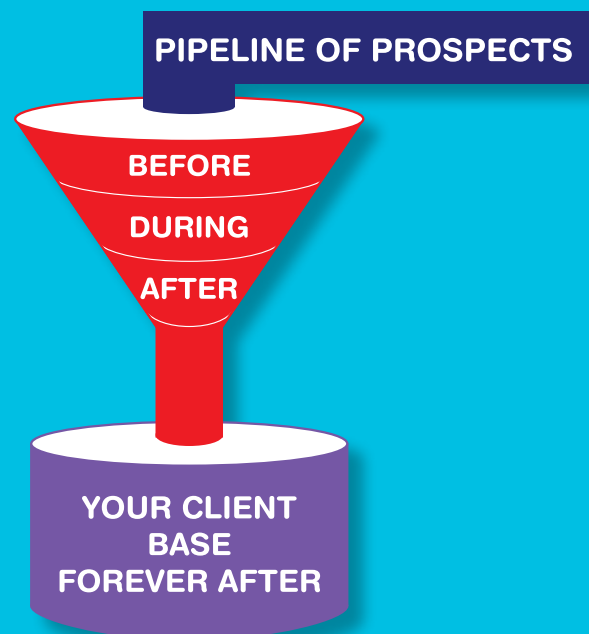
# PASSIONATE CUSTOMERS PRESENTATION

**Creating a world class service selling experience that is built on standards, systems and the right culture ...**

The time has arrived that it is no longer about how many customers you have but how many of them return to buy from you again and how many of them are recommending your business to their friends and colleagues.

Too many businesses get confused about what business they are really in, when really it is about turning customers into advocates and in return your customers become loyal profitable customers.

The foundation that provides this base is about creating a world class service selling experience that is built on standards, systems and the right culture for your business.

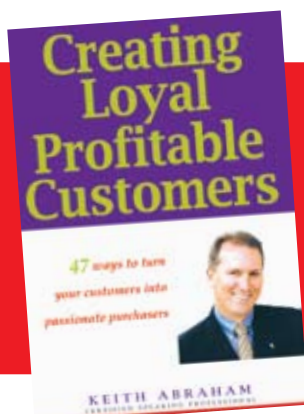


# SPECIFIC KEY TAKE OUTS FROM THIS PRESENTATION

Over the past 15 years I had the opportunity to look inside over 260 businesses in over 20 different industries and study what the best do to get better. How market leaders continue to create a point of difference in their service experience that sets them apart. Your people play a vital role in the process of creating Passionate Customers for your products and services, they are the ones that can turn a customer into a true ambassador for your business.

This presentation is designed to ignite your people's passion to serve and create real bankable customer loyalty ...

- Understand what your unique selling proposition is, your visual selling proposition is and your emotional selling proposition is with your customers.
- Review the 4 reasons why customers don't continue to buy your products.
- Review each step of your service selling process in business.
- How to differentiate yourself in your market place using your service experience.
- How to build your database into a profit centre by using the 10 x 10 x 10 formula.
- The before, during, after and forever after parts of creating a world class customer service experience.
- Explain the 4 contact strategy types—Face to Face; Ear to Ear; Mailbox to Mailbox and Screen to Screen that are used when connecting with your customers.
- Review 55 'no cost and low cost' loyalty gaining ideas.



**CREATING LOYAL PROFITABLE CUSTOMERS**  
by Keith Abraham

**47 ways to turn your customers into passionate purchasers.**

# WE INSPIRE PEOPLE TO THINK DIFFERENTLY.

**Our content is the catalyst that challenges people to be better, do better and achieve better results in both their personal and professional lives.**

Too many people are focused on the uncontrollables ... interest rates, the US dollar, unemployment numbers and what the government is going to do next. Instead of focusing on the controllables ... the actions, activities and attitudes they can control to make their life and business better.

Passion equals energy. What most companies need now is to focus more on growing the energy and passion of their people and the sales, results and achievements will follow!

Anyone can sell something once, however it takes a different focus to turn one time buyers into lifetime advocates.

It is far easier to implement 10 x 1% ideas than try and implement 1 idea that is going to get you a 10% improvement. Kaizen ... making small incremental improvements.

Most people spend most of their time earning a living rather than designing a life truly worth living.

The speed of your leaders is the speed of your business. If you and your people are not changing fast enough, your business will be overtaken with ease by your competitors.

Activity cures inactivity. When people tell me they are not getting the results they desire, in 90% of cases it is because they are not taking action.

If you don't invest time, energy and money in yourself, then you are a poor judge of a good investment.

Most people spend more time planning their Christmas holiday than they do planning what they want to achieve both personally and professionally in the next 12 months.

Most people's definition of a long term vision is not 2-5 years, but it is about getting to Friday!

Companies spend too much time on customer acquisition and next to nothing on customer retention and yet that is where all the profits are in your business. However, it is difficult to be both a hunter and a farmer. This is no excuse, it just requires a strategy and the correct business structure.

Your people don't need more information, they need better insights and more inspiration to do something with the knowledge they have!

Business owners want 4 rewards from their business ... enhance the value of their business and create a legacy; increase their profits by working smarter not harder; increase their personal satisfaction as they pursue this journey; and improve their lifestyle right now. Too many people work too hard for the money!

If you don't stand for something, you will fall for anything!

There are only 10 roadblocks to business owners and managers creating the business of their dreams. Master these and you will catapult your competitors in your market place.

Most companies greatest competition comes from the enemy within their own business, the next department, the infighting, the poor relationships internally and the lack of understanding that we are all working for the same company!

Too many people in business roles are busy being busy. They are working on the \$20 per hour jobs rather than going and doing the \$200 or \$2,000 per hour jobs in their role.

Everybody sells just 2 products ... the physical product or service and the memorable experience that people have when they deal with you. Now are you memorable for all the right reasons?

# WHAT YOU RECEIVE FOR YOUR INVESTMENT ... MY COMMITMENT TO YOU

## BEFORE THE PRESENTATION

I will do my research so that I understand the current state of your industry, business, market place challenges, competitors, unique business language and the types of products and services you provide.

I will take time to design a customised, professional presentation that will achieve your key conference objectives. It will not be canned presentation.

I will design and produce a comprehensive designed customised master handout, which will be sent to you prior to my presentation for copying.

I will take the time to meet or conduct interviews with those key stakeholders in order to deliver the very best presentation.

I will provide you with my AV requirements, send to you in advance my travel itinerary, personal introduction, photos and any additional marketing material you may need to promote the presentation, well in advance.

I am happy to create a short video about the presentation and why people should attend your conference.

I will be at your event early to discuss any last minute changes and the presentation outline with you prior to me speaking.

I will be flexible to change the presentation or the timing to suit your schedule and conference agenda on the day.

## DURING THE PRESENTATION

I commit to stimulate your group, involve them in the presentation, provoke them to think differently and entertain them with relevant stories and examples.

I will use your company logo, digital pictures and specific industry examples to further align the presentation messages to your delegates.

I will use interactive learning techniques so the audience will remember the key points.

I will allow for questions and comments from the audience during and after the presentation.

I will not use any offensive or off-colour language, behaviour, jokes or stories.

I will stick to the allocated time frame and adjust it if necessary to ensure your agenda stays on track.

I will allow you to video and audio record my presentation for no additional fee provided that you provide me with a copy and it is not used for resale.

I will create specific online post presentation resources and tools that can be used after the presentation by your delegates.

## AFTER THE PRESENTATION

Keith commits to being available to answer questions to add I will commit to staying around after the presentation and I will be available to answer questions by delegates after the presentation to add further value.

Discuss with you and your key people additional strategies, which ensure the impact of my message is utilized after the presentation.

I will pack up my equipment and materials so I do not interfere with any other presentations.

I will provide access to my Business Resource Centre, which has business and personal development articles, podcasts, Business Leader Interviews and videos available for downloading by your delegates for free.

I will seek feedback from you after the presentation and provide you with any comments I received from the group about the conference, my presentation or suggestions for future events.

I will be available for one-on-one telephone coaching sessions for conference delegates for the following 12 months.

# CERTIFIED SPEAKING PROFESSIONAL



A certified speaking professional is a speaker who has been awarded the highest distinction by demonstrating a consistent record of achievement and professionalism and who has passed a stringent eligibility test set by the national speakers association of Australia.

## TO SEE KEITH IN ACTION

visit: [keithabraham.com](http://keithabraham.com) | [passionatepeople.com](http://passionatepeople.com)



YouTube

LinkedIn

## CONTACT KEITH

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Keith is a member of the BUY 1 GIVE 1 Community where every single transaction gives back automatically to make a difference in our world.

