



Does Your Dealership Excel in Vital Areas for Business Growth and Profitability?

"In today's highly competitive marketplace, having a reputation for **"World Class" customer service** is not optional, it is critical to your success."

"Customers need to be confident that **their uptime will not be compromised** and that your in-house product support as well as field service people will **provide appropriate and rapid response** to help handle parts or service issues as they arise."

"In addition, they need to feel **every individual involved** in product support at your dealer organization **is dedicated to serve their every need** exceptionally well."

–Christine Corelli

CHRISTINE CORELLI & ASSOCIATES, INC.

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OVERVIEW

Forget tough. Today's competition is fierce!

During times like these, your smartest move may be to invest in the development of your leaders, sales, product support teams and your entire workforce from someone who can not only help you to achieve your goals but also share ideas from top performing dealer organizations.

Our firm can help.

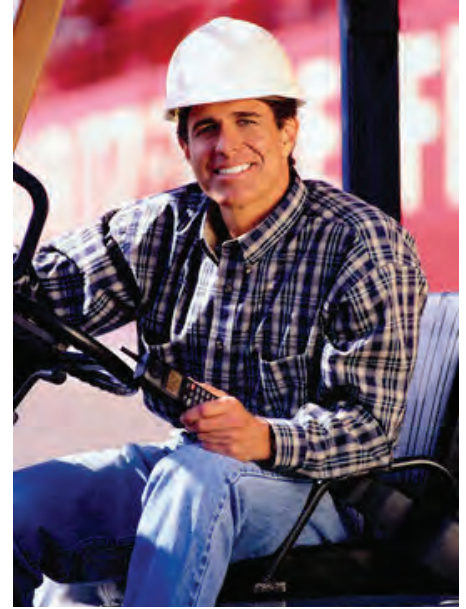
What We Do

Christine Corelli & Associates, Inc. is a Chicago based consulting firm that has helped hundreds of equipment manufacturers and dealer organizations to increase their sales, gain marketshare, and establish cultures of high performance - where leadership, teamwork, accountability, and service excellence permeate their entire organization.

Christine's Experience

In 2018, Christine Corelli celebrated 25 years in business working across a wide-variety of industries. Her clients are characterized by prestigious organizations such as Harley-Davidson, Chrysler, the American Marketing Association, General Dynamics, Bayer, United-Van-Lines, Honda, and the American Economic Development Council. She has extensive experience in the equipment manufacturing and distribution industry including:

- Delivering product presentations for major machinery manufacturers at Con-Expo, customer, and parts and service events.
- Providing keynotes, hands-on workshops, and consulting for building, construction, mining, agriculture, and material handling companies including: Case/IH, New Holland, Caterpillar, John Deere, Link-Belt, Kobelco, KPI-JCI-Astec Mobile Screens, the American Farm Bureau, the Material Handling Distributors Association, numerous Farm Progress Shows, World Dairy Expo, the Construction Financial Management Association, Associated General Contractors, Construction Industry Round Table, Retail Contractors Association, and an abundance of individual construction companies and dealer organizations.
- Been a featured keynote speaker and seminar leader for Associated Equipment Distributors and Material Handling Equipment Distributors at annual meetings and workshops.
- Been published in a multitude of industry publications including the MHEDA Journal, Construction Equipment Guide, CED Magazine, Progressive Distributor, and more.
- She understands your challenges AND your CUSTOMERS because they are her CLIENTS.



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& ASSOCIATES, INC.



What We Offer to Equipment Dealers

Highly Customized Keynotes and Workshops on These Critical Areas to Ensure That Your Business Grows and Prospers

If you want to crush your competition, you need to excel in these areas:

1. LEADERSHIP • EMPLOYEE ENGAGEMENT • EMPLOYEE MOTIVATION

Success in business starts and stops with an organization's **leadership**. What is important is that every leader in every branch leads under the same **guiding principles** on how you will treat employees. The formula to follow is:

Happy Employees = Happy Customers = Long Term Profitability

How effective is your management team? Do they all lead in the same way? What would your employees say about their individual **leadership style**? How can they lead in a way that **gets the most** out of your teams? Do they know how to **recognize and develop emerging leaders**? Has your **service manager** been trained to be a great leader? Have your managers determined why one branch may be more successful than another? Do sales and service managers stay **connected** and share **best practices**?

Do your leaders know how to **eliminate any barriers** between divisions branches, or **departments**? This is a challenge for many dealer organizations. Many teams have a silo mentality where they **guard information** and ideas rather than share them. Often, there are **internal politics** that compound the problem with rivalry and turf wars that obstruct collaboration. Many dealer owners don't even know these challenges exist.

Speaking from her depth of experience working with today's most successful leaders, dealer owners and managers, Christine will provide you with answers to these questions, "**how-to's**" and **action steps** to take that will improve productivity, and morale. We will focus on improving communication between groups to break down silos. Each leader will receive a leadership assessment to determine their ability to lead and manage change.

You can't sell it on the **outside** unless you sell it on the **inside**.



EXCELLENCE • PRODUCTIVITY
CUSTOMER RETENTION • SALES EXCELLENCE
LEADERSHIP • ATTITUDE • CREATIVITY • INNOVATION
CUSTOMER LOYALTY • SERVICE EXCELLENCE
MOTIVATION • COMMUNICATION • PROFITABILITY
COMPETITIVE EXCELLENCE • PRODUCTIVITY

2. CUSTOMER SERVICE EXCELLENCE • CUSTOMER LOYALTY • CUSTOMER EXPERIENCE

The customer rules!

It's an all too familiar mantra we keep hearing. Yet, it warrants repeating, as ultimately, the customer will decide to what extent you will **succeed** in today's challenging marketplace. Equipment dealers absolutely must develop a **reputation** for integrity in business and **World Class Customer Service**. How are you **perceived** in the customers' eyes? What are they **saying about your dealership**? How do your people represent you? What customer **service flaws** might exist in your organization that **you don't know about**?

Learn answers to these hard questions, valuable insight, skills and more...

- What industry research reveals about the factors that impress customers and breeds customer loyalty
- How to demonstrate a **superior level of service**
- How to handle tough customers and situations
- How to be **proactive** from preventing problems from occurring
- How to translate customer satisfaction into **customer loyalty**
- What **smart dealers** are doing to ensure service excellence
- Best **practices** for **strategic complaint management**
- Why customer surveys don't always provide the **right feedback**
- How to deliver a **consistently great customer experience** and develop a **universal reputation for service excellence**



COMPETITIVE EXCELLENCE • PRODUCTIVITY
 CUSTOMER RETENTION • SALES EXCELLENCE
 LEADERSHIP • ATTITUDE • CREATIVITY • INNOVATION
 CUSTOMER LOYALTY • SERVICE EXCELLENCE
 MOTIVATION • COMMUNICATION • PROFITABILITY
 COMPETITIVE EXCELLENCE • PRODUCTIVITY

3. BUSINESS COMPETITION • SALES

Forget tough!

Today, competition is fierce!

One of the biggest mistakes many dealers make is that they provide product training but zero **sales communication, and product support sales training**. Some do provide sales training, but it is **generic** and **not specific for selling construction, ag, mining, or material handling equipment**. Yet others place people into sales positions that have never had **sales experience**. If you were to ask your sales team what they remember from “Sales 101” they may only remember these three things:

1. Ask for the order
2. LISTEN
3. Be persistent

What about these?

- Reject rejection and how to respond to objections
- How to sell to different personalities (In “Sales 101” referred to as “mirroring” the customer)
- There are five more basics in Sales 101. These will be addressed in your program.

Plus...

- How to call on prospects with class and professionalism and portray a higher level of knowledge than your competition
- Powerful words and phrases to memorize and apply
- Why it’s important to connect, develop a relationship, and help customers before you start selling (Your relationships with customers should be your strongest weapons against the competition.)
- How to apply a strategy to building relationships and win over customers
- How to ask for referrals in a professional manner and get them
- Keys to negotiating
- How to do a effective product walk-around
- Effective time and territory management

The content of this program will be based on your sales team’s specific needs. Prior to the program we will identify the biggest challenges they face, and what they need to learn to meet their goals. We will also provide strategies to capture your competitors’ customers!

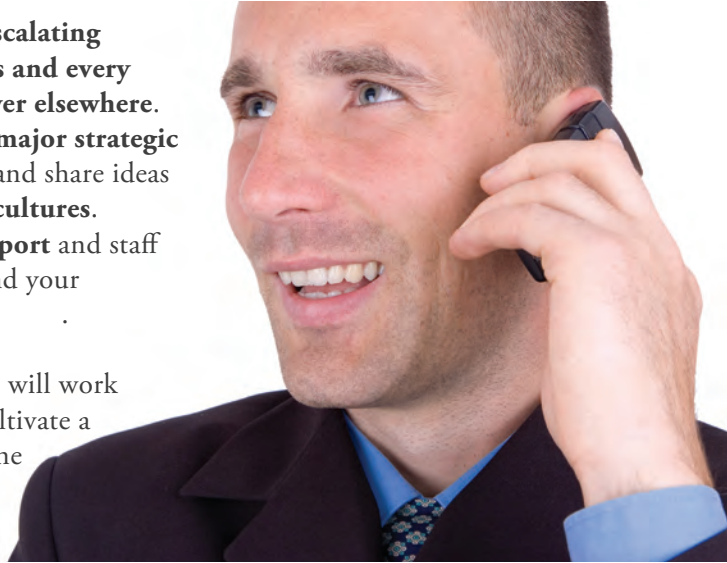


4. CULTURE TRANSFORMATION

Getting customers is one thing. Keeping them is another.

Between the challenges of today's marketplace, a **global economy**, **escalating competition** and **service-savvy** customers, if you don't **excel in sales and every aspect of the customer experience**, they will **take their buying power elsewhere**. It's that simple. Creating a **High Performance Culture** should be a **major strategic initiative** in your dealership. Christine will provide valuable insight and share ideas from dealer organizations known for **outstanding sales and service cultures**. Imagine the explosive power of creating **superior sales, product support** and staff who work together, support each other, collaborate, and serve you and your customers at the highest level.

This program is best delivered in the hands-on workshop format. We will work together step-by-step to create, and help you to communicate and cultivate a dynamic **sales oriented** and **customer-focused** culture where everyone who works for you recognizes that they, too, impact sales and *your bottom line*.



5. CHANGE MANAGEMENT

Managing Change

Adapted for Leaders or All Staff

In today's changing equipment business environment, it should not be surprising that executives and managers have been perplexed on how to keep their employees motivated and productive after a merger, restructuring, implementation of a new business system, or any other major changes the company has implemented. Many are disgruntled by managerial calls to **accept and adapt to change**, and worry about whether they will be able to keep their job. Others **resist**, passively going through the motions. Yet others simply **refuse to accept the changes that are occurring and remain trapped in old ways of thinking and acting**. **Workloads are heavy and job-stress is eminent**. If not properly addressed, these conditions can **adversely affect overall performance and impede prosperity**.

This highly interactive program will address what people experience in **adapting to change**, how to manage the **transition process**, and **become higher contributors**. It will provide you with **solutions to your problems with staff**.



Kudos For Corelli



“In my past role as VP of Member Services with AED, I personally was afforded numerous opportunities to attend Christine’s innovative seminars and presentations. I can personally attest to Christine’s professional, inspirational and industry based seminars and the positive delivery therein. Christine’s business attributes, energy and excellent delivery of her programs were always well received by executives in attendance. Christine has presented numerous seminars to key high-ranking industry professionals and repeat requests for her services have been high on many executives’ agendas. I have also read many of Christine’s articles and books, which hit the mark regarding the key-issues of the day and successes achieved within our industry.” *–William (Mike) Fotty, Merger & Acquisition Manager, New Holland North America*

“Your in depth understanding of our and the strategies needed for us to succeed contributed to a superior result. The management team feels that you delivered value to our organization, excellent follow up and a recommended an action plan that will drive positive sales culture change.” *–M. Neklason John Deere Dealer Sales Manager*

“The Marketing Resource Division of Caterpillar was able to identify the talents of Christine Corelli from Day 1. She not only proved her skills as a business speaker, she was able to keep the division’s focus on highly emotional issues like employee engagement, instituting change, and leadership. Her consulting presence was a major influence that led to an action plan that was well received by both employees and management. She provided a sense of comfort and direction that we were doing it correctly and at the right pace. Her energy level, positive attitude and common sense approach to everyday business would be an asset to any organization!”
–John H. Kramer, Client Services Manager, Caterpillar, Inc. Customer Events Division

“We have worked with many consultants, but NO ONE has given us the continued attention that you have.”
–Jeff Scott, Bobcat Dealer

“Christine did a great workshop for our dealer development team. We will definitely use her again.”
–R. Villarreal, Dealer Development, Case, IH, NH, Kobelco

“I was extremely impressed with the quality of your presentation. I have heard many public speakers over my 27 years with John Deere Company, but your message was one of the BEST I have ever heard.”
–Robert Bardwell, John Deere

“Our dealers not only enjoyed but also the humorous and real life way in which it was delivered. Mixing humor with serious topics and talking with the audience instead of to the audience, kept everyone involved. We look forward to working with you again in the future.”
–Lisa Carson, Kolberg Pioneer, Astec Mobile Screens

“Christine works harder than any professional speaker I know to customize a presentation for a client. Her in-depth understanding of our industry is a major value-added. She puts forth well above the required effort, giving every client more than they are expecting or paying for. In addition, her presentations are not only informative but inspiring.” *–C. Schraeder, AED*

“I have seen Christine present at several conferences. Her content is excellent.” *–Ron Slee, Industry Consultant*

To learn more, visit christinespeaks.com or call 847-477-7376.

ABOUT CHRISTINE CORELLI

She Delivers Results



Christine Corelli approaches her work with extraordinary creativity, enthusiasm and attention to detail. She is the author of five business books including the popular *Wake Up and Smell the Competition* and *The ART of influencing Customers to BUY From YOU*.

Her newest book release, *Capture Your Competitors' Customers and KEEP Them*, sold out the first print run in just two weeks. She has shared her insight as a featured guest on numerous radio and TV interviews including CNBC. To her credit, she has had over three hundred articles published in magazines, business journals and trade publications

worldwide including Construction Equipment Guide, the MHEDA Journal, Construction Equipment Distribution, Progressive Distributor and more.

Christine is a keynote speaker, seminar leader and consultant for both national and international companies and associations. Her experience interacting with today's most successful leaders and sales organizations including construction companies, equipment distributors, and manufacturers has given her a definitive yet simple business philosophy.

“Business as usual is OVER. The game has changed and the rules are different.”

“If you want to drive business growth and profitability, you need a smart competitive strategy, dynamic leadership, and a sales team with such far superior selling skills that they make any competitor's team look weak in comparison. Sales pros need to be masters at connecting with customers, closing the sale, and positioning themselves as indispensable business partners.”

“Once you win customers over, service excellence will be critical to your success. Every employee must think and act as brand ambassadors who deliver a consistently exceptional customer experience. It's the people in a company who make the difference. They should be one of your strongest weapons against your competition.”

“In the end, the CUSTOMER will be your final judge and jury.”



Compelling Content...

Captivating from start to finish



As a business speaker Christine is known for her energy style of firing hard questions and generating ideas. People leave her sessions recharged, refocused, and armed with “how-to’s. With hundreds of presentations to her credit, she is a true veteran of the platform and maintains an active speaking calendar. As a consultant, she has an innate ability to see into the heart of complex issues and solve problems.

Her impressive client list includes major organizations such as Goodyear, Marriott, RE/MAX, Xerox, Panasonic, Honda, GE, Harley-Davidson, MHEDA American Marketing Association, the National Homebuilders Association and many more.

She is highly experienced in the construction, ag, mining, and equipment distribution industry and related businesses. She has served Caterpillar, Associated Equipment Distributors, CNH Capital, Kubota, the Material Handling Equipment Distributors, Link-Belt, Astec Mobile Screens, Kolberg Pioneer, Case/IH, New Holland, and numerous individual dealer organizations.

Partner with us to

- increase your sales,
- establish a Sales-Service Excellence Culture,
- create a cohesive leadership team

Or

- make your next meeting or conference a huge success.

Contact Gene Leigh, Director of Marketing:

847-477-7376. Or e-mail Christine:

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