

## Sharpen Your Communication Edge *WHY Would a Prospect or Client Choose You?*

Course Code: 552

3 Continuing Education Credits — 3 hours

*"The first step toward transforming experience into expertise is believing there is always room for improvement in every aspect of work and life. The next step is to commit to continually searching out that room and taking advantage of it to achieve your clients' goals and your own." — PJ Wade*

**The more completely you understand WHY a prospect, client, or past client would choose you over the competition—or instead of a do-it-myself approach—the more consistently you will generate desired results for all concerned.**

To gain and hold the attention of today's savvy and demanding consumers and businesses, determined organizations and professionals must ensure their revamped messages are consistently relevant and memorable to target markets. In the drive to establish market share in a consumer or business-to-business niche, successful professionals and enterprises must clearly differentiate themselves from the competition *on their clients' terms*.

Retaining the business of past clients also demands a fresh, constructive approach. Although you understand that advertising is no longer enough, how effectively and efficiently have you adapted powerful communication tools and techniques—online and off—to achieve business goals, improve returns, retain clients, and leverage your advantages?

Using practical, relevant demonstrations, PJ Wade shares communication strategies that illustrate how "out of the box" thinking, combined with proven communication methods and emerging technology, can clarify WHY, and:

- Strengthen client relationships
- Enhance acquired communication skills
- Integrate social and traditional media, and
- Expand referral networks.

**To book PJ Wade: [priority@TheCatalyst.com](mailto:priority@TheCatalyst.com)**

## **Sharpen Your Communication Edge** ***WHY Would a Prospect or Client Choose You?*** (cont'd)

Join **Strategist PJ Wade** during this dynamic session to kickstart innovation and learn:

- Three common sources of lost or overlooked opportunity for professionals and consumers
- How you may be undermining your own message—consciously and unconsciously, online and off
- Practical, cost-effective communication approaches for reaching out to past clients and connecting with new target groups, online and off
- Effective techniques for integrating social networking, social marketing, and buzz marketing with traditional marketing alternatives.

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*Note: Agency Law/Real Estate Version also available.*

### **About Facilitator & Catalyst PJ Wade**

Futurist and Strategist PJ Wade earned her title “The Catalyst” by translating the dynamic impact of boomers and their multi-generation families into relevant business, workplace, and lifestyle trends. PJ’s age-free, borderless view of the future keeps her in demand as strategic coach, business strategist, and provocative speaker. PJ’s wide-ranging knowledge of emerging trends and cross-generation influences reinforces her talent for *Forward Thinking*—a stimulating ability she demonstrates regularly.

PJ also understands the Media from both sides: first, as a professional journalist, broadcaster, and a long-term member of The Canadian Association of Journalists and of Women in Film and Television; second, as a featured media commentator on radio and television, in print and online.

Popular author and columnist, PJ has 8 books and more than 1800 published articles to her credit, and she continues her internationally-acclaimed online column “Decisions & Communities.” PJ is currently writing “Unretirement & Other Essentials,” an innovative series of ebooks for Boomers and their professional advisors. PJ’s latest business book is “What’s Your Point?” (CatapultPublishing.com).

Her firm, also known as The Catalyst, provides advanced education, strategic communication, and cross-generation collaboration services to the financial, housing, hospitality, tourism, lifestyle, and service sectors—and to the consumers they serve.

**For more, visit [www.TheCatalyst.com/continuingeducation.html](http://www.TheCatalyst.com/continuingeducation.html)**