



The O'CONNOR Group

Small business training, coaching, consulting

www.ogmarketing.com

Thank you for your interest in our company programs. While this file includes information on the 6 most popular programs, we also write customized programs for groups and businesses.

In our training programs we also offer coaching services specific to your needs. These programs may be for one individual, or several on your team. If individual coaching is something you would like, please feel free to call us and we'll visit about how we can help.

Since 1998 our company has provided training programs for Chambers of Commerce, Community Colleges, civic groups and organizations, and individual businesses in a five state region. No matter what your location, we would appreciate the opportunity to work with you.

Call 402-379-5948 and ask for Michael or Carolyn.

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MARKETING: A Key To Success!

This is the perfect seminar for anyone who owns or manages a small business, and wants to improve their marketing.

BETTER
MARKETING
MEANS MORE
THAN JUST
“SPEND MORE ON
ADVERTISING”



YOU GROW YOUR
BUSINESS IN ONE OF
THREE WAYS,. IMPROVE
ON ANY ONE OF THE
THREE AND GROW.
IMPROVE ON ALL
THREE AND SEE SOME
DRAMATIC INCREASES
IN PROFITS AND
REVENUES!

DON'T INVEST MORE.....MAKE WHAT YOU HAVE WORK BETTER!!

One of the keys to your small business success is the way you market. Most likely when you went in to business you didn't have a marketing background. You know your widgets inside and out, but what is the best media to use to get the word out? What do you say to create interest? How do you take control of your advertising budget? These are the types of things you will learn about during this seminar.

During this seminar you will learn:

- **The three keys to marketing success**
- **Market positioning (branding)**
- **The real worth of one customer**
- **Why you need an annual budget**
- **The strengths and weaknesses of media**
- **Ad placement strategies**
- **The formula for writing good ads**
- **10 Marketing mistakes you can't afford**

Your presenter:

Michael O'Connor has a 20 year background in business as a radio broadcaster and station owner. He has consulted hundreds of small businesses on marketing their business more effectively.

The training session will include workshops on copy writing, budget preparation, impact ad campaigns, signs that sell, yellow page strategies and more, all designed to help your current challenges.

This live training is available as employee training for individual businesses or as a group seminar for Chambers of Commerce, Downtown Associations and Community Colleges.

**For booking information call
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Becoming Customer Lovers



Protect your number one asset—your customers!

Gone Are The Days When You Could Say:
“OH WELL, THERE’S PLENTY MORE (Customers) WHERE HE CAME FROM”

It’s a simple rule of thumb for businesses to follow: customers buy your products and services, leading to the success of your business.

What’s the hard part? Taking that first time customer and **turning them into a repeat customer.**

However, it doesn’t have to be hard.

This informative seminar covers many topics on how to offer excellent customer service.

Practical lessons

You’ll learn:

- *The three levels of customer service*
- *The real worth of one customer*
- *How to handle that first contact*
- *How to work with upset people*
- *Why most customers leave you*
- *Better telephone techniques*
- *What not to say*
- *How to create a WOW experience*

These are some of the top points the seminar will cover as it builds the foundation for creating superb customer service.

Your presenter

Michael O’Connor has twenty years of experience in the broadcast business. He is a former sales manager, trainer, and radio station owner. He has spent the last fifteen years working with a variety of clients on their marketing, customer service and sales training.



Out-standing customer service is

one of the keys to making your business grow. Understanding what customers need and responding appropriately will create a base of repeat customers who will come to you again and again to fill their needs.

Since 1998.....

The O’Connor Group has consulted with business leaders and groups who wanted to create better customer service plans.

This live training is available as employee training for individual businesses or as a group seminar for Chambers of Commerce, Downtown Associations and Community Colleges.

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Sales: The bridge from NO to YES!

**Training is an investment
in your companies future!**

This live, interactive training is perfect for the new salesperson wanting to get a grasp for the basics.

It's also a great refresher for the veterans who will appreciate being reminded of the things that got them where they are, along with learning a new trick or two to help them get to the next level. THIS IS NOT A LECTURE! We work closely with the participants to get the information across, and have a little fun at the same time.

Knowing what to say, and what not to say on that first call is a key. So is knowing when to listen. This course is filled with practical examples of how to keep a prospect interested, getting them to participate in the process, and moving them to that all important decision to buy from you.

Your decision to invest in sales training now, can only benefit your bottom line in the future. If only one of your staff gets fired up and sells more, you'll be further ahead. Our goal is to get your entire team

Michaels training was very beneficial to our company. Some of our veterans even learned a thing or two.....
Jeff Bowers, National Seed Co. Rep

Attendees will learn:

The five steps to a successful sale
Why objections lead to a sale
10 habits of successful salespeople
Tips and tricks to stay positive

Your presenter:

Michael O'Connor is the President of The O'CONNOR Group with a 20 year background of success in broadcast sales, sales training and ownership.

Included In This Live Course:

- Approach
- Organizing
- Objections
- Prospecting
- Closing
- Goals
- Rejection

This live training is available as employee training for individual businesses or as a group seminar for Chambers of Commerce, Downtown Associations and Community Colleges.

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Organizing Team Projects

PERFECT FOR NON-PROFIT GROUPS WORKING WITH VOLUNTEERS, TO BUSINESSES STARTING A NEW COMPANY PROJECT.

CONTENT

- Goal setting
- Team structure
- Working in groups
- Monitoring progress
- Getting along
- Brainstorming
- Focused planning

Nobody plans to fail, but they do fail to plan. Even the best intended projects fail without proper planning. This course does not guarantee your project will not fail, but if it does it won't be from not knowing how to plan.

We always know what we want as an end result. What we may not know is, how to get there.



As with any project, organization is a key. How do you pick the right people for the task at hand. Who is responsible for coordinating the project. How do you keep tabs without micro-managing. What do you do when team members are not on the same page. How important is goal setting to a project, and how do you do that.

This training session is made for project planners and assistants. It covers how to pick the team from volunteers and from employees. How to map out the project, set goals, and stay on track. It also helps answer questions planners need the most help with, in a "what if" session.

GOALS

An important part of any project is goal setting. This program includes a complete goal setting system that is easy to follow and works for project goals, as well as personal goal setting.

YOUR PRESENTER:

Michael O'Connor is the President of The O'CONNOR Group. Since 1998 he has been helping all types of businesses to grow with marketing and training services.

This live training is available as employee training for individual businesses or as a group seminar for Chambers of Commerce, Downtown Associations and Community Colleges.

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“From Zero To Fantastic!!”

Looking for a positive, motivational speaker for your next annual meeting or get together? Call the O’CONNOR Group and ask about having Carolyn O’Connor speak to your group. Her motivational talk entitled “From Zero To Fantastic In 60 Minutes Or Less”, has been enjoyed by numerous groups, businesses and organizations over the years, and is available for your group. Carolyn calls it “Attitude adjustment”. You’ll call it energetic, refreshing and fun!



“It’s not what happens to you in life that counts. It’s how you handle it. That’s really what my talks are all about.”

TOPICS:

- * 5 De-motivators
- How to focus on the important
- 10 tips to bring you up.
- Humor as our top medicine.
- Working with the difficult

THIS MOTIVATIONAL TALK IS PRESENTED BY CAROLYN O’CONNOR WHO HAS BEEN INSPIRING AUDIENCES FOR OVER 12 YEARS WITH HER MESSAGE OF POSITIVE ATTITUDE AND PERSONAL ACHIEVEMENT. THE PROGRAM IS GREAT FOR STARTING OUT A GROUP MEETING OR ANNUAL EVENT AND COVERS HOW TO STAY POSITIVE, AVOIDING 5 DEMOTIVATORS, MAKING THE MOST OF SITUATIONS, WHAT TO DO TO IMPROVE A NEGATIVE WORKPLACE AND MORE. SHE DOES IT ALL WITH A SMILE AND HUMOROUS STORIES, WHILE CREATING A FUN ATMOSPHERE YOUR EMPLOYEES OR GROUP MEMBERS ARE SURE TO ENJOY AND APPRECIATE.

“Carolyn kept us laughing throughout the session. Her personal stories of success and overcoming life challenges was an inspiration. Any group or company will benefit from her enjoyable talks.”

.....Barb Dunning
Business owner



Carolyn’s inspirational talks are available for employee meetings or retreats at individual businesses or as a group seminar for Chambers of Commerce, Downtown Associations, Community Colleges or Church and other civic groups..

**For booking information call
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TELEPHONE SALES FROM THE START



A sales training program originally designed to train new out-bound telemarketers in the basics of phone sales, this program is useful for anyone doing business on the phone, both in-bound and out-bound.

INCLUDED IN THIS PROGRAM:

- **Relating to the prospect**
- **5 step sales process**
- **Approach & discovery questions**
- **Consulting rather than selling**
- **Prospects biggest fear**
- **Your top prospecting question**
- **10 traits of top sales people**
- **5 things you can do that will make your prospect want to do business with you.**
- **Beating your #1 competitor**
- **Goal setting for success**

For the most effective telephone sales, you need to understand the basics. This program goes over the importance of understanding your prospect.

What are the types of things that make them hang up on you. What are the terms to use that keep them listening to your proposal. And what are the best ways to relate to someone when you can't see their reactions. When you are in person, you communicate with body movements, gestures, facial expressions and even the clothes you wear. Take all that away, and you lose much of the normal human communication process. You need to replace those, by strengthening your other forms of communication. This program deals with rapport building without the use of visual communication.

This live training is available as employee training for individual businesses or as a group seminar for Chambers of Commerce, Downtown Associations and Community Colleges.

For booking information call

What other business leaders have had to say.....

...”WITHOUT EXCEPTION THE PARTICIPANTS RATED YOUR PROGRAM WITH THE HIGHEST MARKS POSSIBLE..... WAS VERY MUCH IMPRESSED WITH YOUR ABILITY TO RELATE TO THE AUDIENCE.

.....**Joe C. Ferguson, Director**
Business, Industry, & Economic Development Northeast Community College

“THE SALES TRAINING SEMINAR HELD FOR OUR COMPANIES ANNUAL MEETING WAS GREAT..... WE RECEIVED VERY VERY POSITIVE COMMENTS. WE EVEN RECEIVED POSITIVE COMMENTS FROM PEOPLE WHO RARELY GIVE POSITIVE COMMENTS!”

.....**Glen Davis, Pres. Legend Seed Company**

Michael has worked with me on many areas of my business’ marketing, including promotional concepts and employee training seminars. I believe he is one of the key factors in the success of my business. Michael also serves as my sounding-board regarding situations or dilemmas that I may feel uncertain of the proper way of handling. Michael is an objective listener with a “level headed” approach to problem solving. I highly recommend Michael to any business looking for strong marketing advice to advance their current position.

.....**Don Barr, Owner, Western Edge**

“Everyone enjoyed (Carolyn) so much. We feel very fortunate to have heard (her) speak. (She) is a great presenter..”

.....*Jeannie Wesemann*

I was very pleased with the way your customer service program was received by our employees. Their participatin was excellent and the comments I received afterwards were all positive. It’s a great program for any business looking to strengthen or reinforce customer service.

.....**Pam Wells, President Wells Implement**

Thank you so much for all your impute and time getting our marketing program up and running so smoothly. We are very excited about the results we are getting from the data base marketing program. The finished system has proven to be time saving and very easy to use. ...We also liked the promotional outline provided. I would recommend this system to any business looking for a way to make life a little easier...

.....**Carolyn Koethe, co-owner 1200 Images**

“Results of (Michael’s) Sales Training were very positive for our people. For our group of experienced and novice sales reps (your program) fit well!” **Mark Gearhart, CEO**

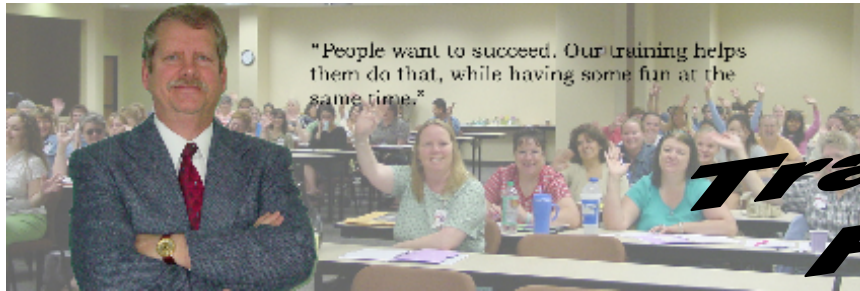
.... I needed someone to give me advice and to help me market my business. Michael focused his attention on making the marketing dollars that I had available work much better for me than they had and he helped develop marketing concepts that have really hit home with our potential customers. I strongly recommend Michael and his company for any business looking to move ahead.

.....**Barbara Denning, President BG&S Transmissions**

“.....Michael’s (customer service) presentation was professionally done...our employees expressed great appreciation”

..... *Audrey Cravatt, Human Resources Affiliated Foods*

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Training For Success

**Training for companies, groups,
colleges and organizations designed to
boost confidence and build success!**

From The O'CONNOR Group

Since 1998 the O'CONNOR Group has been presenting powerful training programs for individual companies, Chambers of Commerce, Community Colleges and non-profit organizations throughout the U.S.. Programs on customer service that not only keep customers happy but keeps them coming back. Programs on small business marketing techniques that include hands on workshops on attention getting copy writing, print design, media placement and budgeting. Our sales training program prepares new reps just starting out, and gives veterans new ideas to try. Our program "10 Keys to lighten up the office" is packed with great ideas on creating a fun, productive environment at the office, and our "Zero to fantastic" program is loaded with motivational stories perfect for any gathering.



"It's not what happens that counts, it's how you handle it!"

.....Carolyn O'Connor

Michael & Carolyn have been working with us for several years and they always get the highest marks from our attendees.

.....Joe Ferguson, Northeast Community College

"Carolyn kept our group laughing while delivering her message with personal stories. It was just the ticket! Well worth the investment!"

..... Bev Frese, Goldenrod Hills Head Start

Seven different programs to choose from on:

- * Creating loyal customers
- * Marketing for small business
- * Telephone sales from the start
- * Sales training & coaching
- * Organizing & working with a team
- * Keynote motivation
- * Customized programs

Call for FREE Video

402-379-5948

Or visit our website at
www.ogmarketing.com

Remember: if you keep doing what you've been doing, you'll keep getting the same results! If you're not satisfied with those results....CALL US!

The O'CONNOR Group

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