

Loretta's Most Frequently Requested Programs

4 Factors that Open the Floodgates to More Sales, Better Clients & Higher Profits

When you're selling your expertise, how do you price your services for maximum profits? If you're too high, it will be a tougher decision for prospects to say 'yes' to working with you and more will say 'no'. If you're too low, you won't have enough profit in your business to sustain yourself over the long haul. Learn the 3 fatal mindset flaws that keep you trapped and the empowering secrets that will free you forever. Identify which pricing mistakes you need to correct so you can raise your prices and add much-needed profit straight to your bottom line. This engaging presentation will shine a bright light on the dark shadows of your business model. Walk out with the key to enhanced profitability.

Land Big Deals: Transform Your Firm

Most companies settle for low-risk, low-return commodity sales because they're dependable and easy to do. Highly successful companies however, take a more strategic approach and actively 'hunt whales', large customers that could potentially add substantial revenue and profitability to the bottom line. Learn how to identify big opportunities that are perfect for your business and how to pursue them with a well-thought out strategy that will help ensure your success. The Whale Hunters® methodology will teach you how to land big deals and transform your company.

7 Steps to an Endless Stream of Clients

Do you need more clients? Better clients? Do you need to make more money with less effort? People in service-oriented businesses get the best results from active, time-dependent marketing strategies such as outreach, networking and referral-building rather than passive, money-dependent strategies such as advertising. Assess the effectiveness of your current strategies, identify where you're stuck in the marketing process and walk out of this hands-on workshop with new ideas for packing your pipeline with the perfect prospects.

5 Reasons Referrals Rock: How to Increase Sales without Fronting a Dime on Marketing

Most people are afraid to ask for referrals and as many are reluctant to give them when asked. Learn the 5-step system that will gracefully generate a dramatic increase in referral revenue for you. Discover how to activate the people you already know to turn them into referral machines. Come ready to work and walk out with a plan.

Unleash Your Inner Leader

Some say leaders are born and not made. This myth has kept many accounting professionals from expressing their personal leadership, pursuing their purpose and creating the lasting legacy they were meant to leave in their organizations and communities. In this session, attendees will discover what it takes to step out with confidence, influence with integrity and live a life with passion and purpose.

You will learn: the 3 keys and 4 steps required for personal & organizational change, 5 critical abilities you need to amplify the leader in you plus the 5 lies about leadership and how to not fall victim to them.

Corporate	Professional Associations/Conferences
Anita Borg Institute Technical Leaders	Alliance of Technology & Women - Phoenix
Arizona Women's Leaders Forum	American Business Women's Association
Dial Corp Henkel of America	American Records Management Association
J. P. Morgan Chase	American Society of Interior Designers: LA Chapter
KPMG – Los Angeles	American Society of Specialty Toy Retailers Nat'l Conf
Mortgage Girlfriends	American Society of Training & Development: Phoenix
PricewaterhouseCoopers	APLUS - African American Postal League Nat'l Conf
Public/Government/Nonprofit	Arizona Association of Real Estate Brokers
American Assn. of Community Colleges Awards Gala	Arizona Probation, Parole & Corrections Assn Conf
Arizona Power Supply	Arizona Small Business Association
Arizona State University	ARMA – Arizona Chapter & Pacific Regional Conference
City of Phoenix	Building Owners & Managers Association (BOMA)
City of Scottsdale	Chartered Property Casualty Underwriters (CPCU)
County of Maricopa	eWomenNetwork – Scottsdale, Phoenix, San Jose & Elk Grove CA
Fresh Start Women's Foundation	Human Resources Professionals Assn (Toronto)
Hispanic Employee Program Managers / Federal Women Program Managers	International Public Management Association – Western Region Conference & Southern Nevada
International Foundation of Employee Benefit Plans	International Virtual Assistants Association
Kyrene (AZ) School District	Meeting Planners International – Sunbelt & Sacramento Chapters
National Center for American Indian Economic Development	Mujeres Latinas de Exito (Latina Women of Success)
National Charities	Project Management International (Western Region)
National Forum for Black Public Administrators	National Association of Catering Executives (Phoenix)
National Network to End Domestic Violence	National Association of Insurance Women (AZ Council)
Salt River Project	National Association of Women Business Owners (Phoenix , Sedona & Tucson)
Support Network for Battered Women	National Sales Network
University of California (Academic Business Officers Group, Women's Leadership Symposium)	National Speakers Association – Arizona
Chambers of Commerce	National Urban League Annual Conference
Chambers of Commerce (Ahwatukee, Chandler, Gilbert, Greater Phoenix)	Society of Human Resource Management (Utah, Louisiana)
Arizona Holistic Chamber of Commerce	State of Arizona: Probation, Parole & Corrections Association
Tucson/Southern Arizona Black Chamber	Tucson/Southern Arizona Black Chamber Expo & Conference
	Women Entrepreneurs Business Boot Camp
	Women on a Mission to Earn a Commission
	Women's Leadership Exchange