



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective **insight**
to your organization SM*


Open Line

Guest,

Welcome to:

What Needs To Be Looked At To Drive Sales Up, Up, Up?

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here: 



Featured Guest:

Michelle Horn
Marketing Evangelist

Phone: 626-795-6584

Email: mhorn@leadingresults.com
Website: www.leadingresults.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code

Phone: (310) 453-6556, ext. 403

Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com



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3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



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Trends

- More participation & control
- Business with a person
- Higher expectations
- Perfect is a myth



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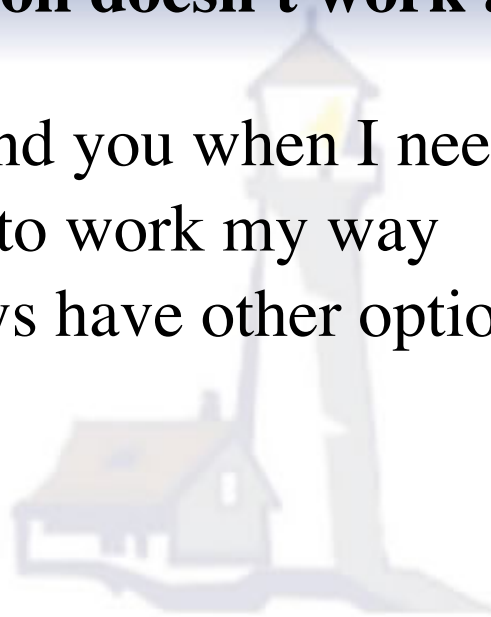


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Interruption doesn't work anymore

- I want to find you when I need you
- I want you to work my way
- I will always have other options



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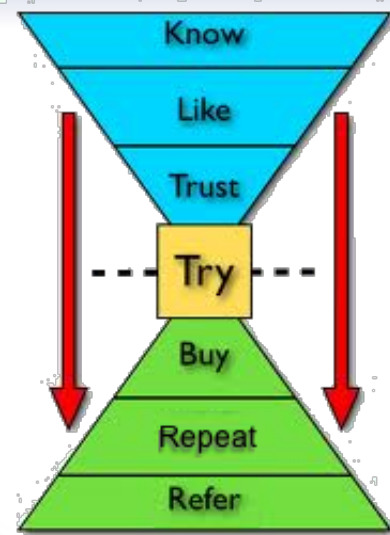


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Open Line

New Buying Stages - Hourglass

- Know
- Like
- Trust
- Try
- Buy
- Repeat
- Refer



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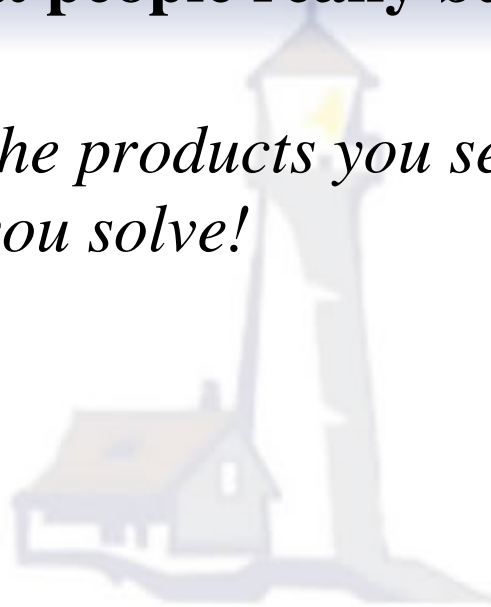


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What people really buy?

*It's not about the products you sell, its about
the problems you solve!*



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New Messaging

- Problems you solve
- Remarkable difference
- What do I get – WIIFM



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How to Stand Out in a Crowd

- Understand your ideal client
- Differentiate yourself
- Add true value
- Proper messaging for your ideal client
- Repeatable, definable processes

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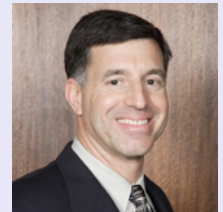
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Ways to Increase Revenue

- Decrease cost
- Increase price (stop discounting)
- Increase profit
- Increase sales to new customers
- Increase sales to existing customers

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How to Increase Sales

- Generate Leads
- Increase Lead Conversion
- Increase upselling or cross-selling
- Create predictable referrals



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Fill In the Gaps

- Know
- Like
- Trust
- Try
- Buy
- Repeat
- Refer



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[Click Here](#) to contact our Featured Guest directly.

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'Selling Secrets - Connecting UVP With Style!'.


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