

INTELLIGENT MOTIVATION FOR A CHALLENGING WORLD

Jim Cathcart



Jim Cathcart, CSP, CPAE is a Motivation Expert, founder and president of Cathcart Institute, Inc., Advisor to the Schools of Business at Pepperdine University and California Lutheran University and one of the most widely recognized professional speakers in the world. As the author of 14 books and scores of recorded programs, his students number in the hundreds of thousands.

"You did an outstanding job. Our goal was to provide our leaders with new ways of thinking about talent development, give them insights into how to be more effective at developing their people and do it in an engaging way. There is no question that YOU hit a home run on all 3 of these points. Everyone I spoke to at the event had nothing but glowing comments about your style and the message. Thank you so much for all your work in preparing and for the great delivery."

KeyBank

"Our producers have not stopped talking about what a great job you did. You were entertaining, informative, interesting and so enthusiastic. Thank you!"

Wausau Insurance Company

Hall of Fame Speaker and Bestselling Author

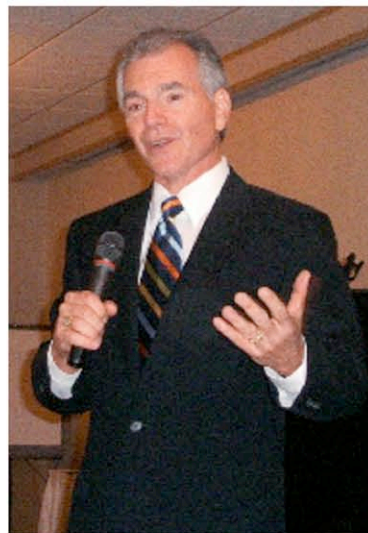
GOLDEN GAVEL AWARD
THE CAVETT AWARD
SPEAKER HALL OF FAME
LEGENDS OF SPEAKING
PAST-PRESIDENT OF THE
NATIONAL SPEAKERS ASSOCIATION



Helping people grow since 1977

A Leader Among Leaders

He has managed people, products and payrolls for over 32 years. He has also researched and field tested his methods through three decades of speaking and training before 2,600 audiences in virtually every discipline. His TV shows are seen each day on TSTN.com and iLearningGlobal.tv and his blogs are read each week by thousands. To see Jim on video go to www.cathcart.com



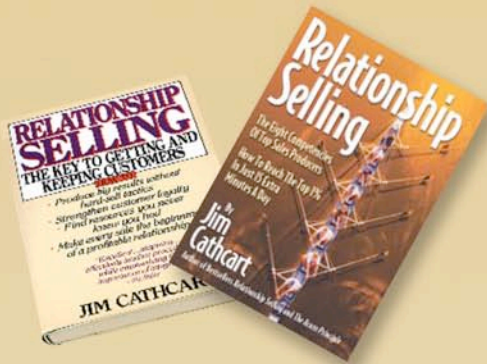
Jim Cathcart is known worldwide for his ability to engage, inspire and motivate an audience. Call us today to book Jim Cathcart for your next meeting, teleconference, webinar or training event

(800) 222 - 4883

Cathcart
INSTITUTE
MOTIVATION • STRATEGY • TRAINING

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“You certainly exceeded our expectations, which were quite high to start with. This was the second time this year we had the opportunity to have you speak. I’m happy to report that I got more from your program the second time around. The audience was engaged and I think everyone who attended walked away with something they can use for the rest of their lives. You are truly a man for all seasons, and a speaker for all people.”

Pioneer Mobile Entertainment

Over 2,000 clients around the world have hired Jim Cathcart to keynote their meetings

“Jim was terrific as the keynote speaker to launch our customer service program. He got what we were trying to do right away, and integrated our unique corporate attributes into his presentation in a very endearing way. Made great contact with audience, and continues to be available informally. Great all around guy!”

Jules Fried, Roll Systems

“I have worked with hundreds of sales experts, authors and speakers during the past 26 years and have never come across someone like Jim Cathcart. He’s risen to the highest level of his profession and today he doesn’t care what the world thinks of him. What he cares most about is what he can give back to the world. It is a rare privilege to work with Jim. I recommend that you get to know Jim.”

Gerhard Gschwandtner, Owner, Publisher, Selling Power Magazine



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RELATIONSHIP INTELLIGENCE™

Learn **How to Create and Grow High-Value Relationships**. What really counts is not who you know but who is glad that they know you. Learn to turn your contacts into assets that help reach your goals. This is a strategic look at the most important element of your life and business, your relationships.

INCREASE SALES

Jim’s trendsetting 1985 book *Relationship Selling* revolutionized the way businesses look at sales. His newest edition, *Relationship Selling*, the eight competencies of top sales producers, brings these skills into the 21st Century. When people start seeing **Relationships as Assets** they treat their customers, suppliers and prospects better. When they discover the **Eight Competencies of Top Sales Producers** they learn to assess their own sales needs and focus with surgical precision on the skills with the highest payoffs. Jim teaches how to sustain the right Mindset, acquire the right Skillsets and develop the right Systems to keep sales growing.

Based on Jim's international bestselling book and Cathcart Institute's research with 2,600 clients over 32 years.

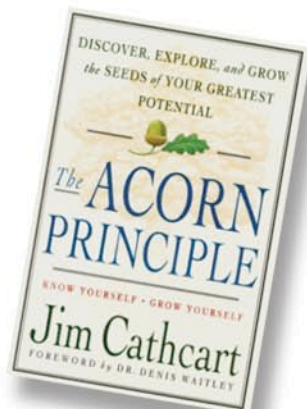
ASSURE CUSTOMER LOYALTY

Learn Jim's famous "Grandma Factor" for **UP-SERVING™** your way to more profits from existing customers and more referrals to new ones. Most companies lose customer loyalty by trying too hard to "get" it and not working hard enough at "giving" it. When you assure that you are loyal to your customers you will increase their sense of loyalty to you. Generate more business from current clients, cultivate new sources of business and expand the value you give to everyone you serve. See how Systems, Strategies and Attitudes impact relationships.

INCREASE INITIATIVE

Show your team how to **develop Self-Leadership** and learn to motivate themselves. Let Jim Cathcart get them excited about embracing new technologies and business practices. Teach them how to identify the highest and best use of their talents and how to know when to reach out to others. The best leaders use "All their strengths" including the resources others can provide. Generate innovation, inspire creativity, foster commitment to results, and build optimism. Hire Jim Cathcart as your keynote speaker.

**THE ACORN PRINCIPLE,
FIRST PUBLISHED IN 1998,
WAS THE NUMBER TWO
NATIONAL BESTSELLING
E-BOOK IN THE YEAR 2000.**



To see Video clips of Jim go to: www.cathcart.com