



Keepin' It Real!

By Craig Harrison

www.ExpressionsOfExcellence.com

It's been said if you can fake sincerity, you've got it made. Seriously though, how are you planning to make it? Is your reputation helping or hindering your ascent to the top?

Daily Reps

What sort of reputation are you building through your daily practices? How are you regarded in the workplace? How about in the marketplace? And among your customers? Your colleagues? Competitors? Supervisors and subordinates? Is it consistent with your self-image? If not, some rehabilitation may be required. What do you want to be known for? Even-handedness? Wise counsel? Integrity? Creativity? Industriousness? People skills? Or just your exceptional closing skills? Will you be the salesperson formerly known as Prince or more akin to Machiavelli's Prince? Are you referred to as a legend in your own mind? It's time you take control of your image.

Which Hall Do You Qualify For: Fame or Shame?

In a world that is seemingly results-driven the means to your ends may not seem important. Yet true professionals win the right way. They win as ladies and gentlemen. They don't trade their integrity for a quick sale, or sell a colleague down the river for personal gain.

Does Your Press Impress or Depress?

Some years ago I was fortunate to be profiled in the Wall Street Journal for my endeavors as a communicator. Yet many professionals receive nationwide notoriety for their misdeeds. Not all press is good press. When they Google you let's hope the hits are positive and not hits on your reputation. A scan of today's Journal headlines identifies individuals and companies in the news for bias, fraud, perjury, unlawful conduct and other malfeasance. Don't let this be you!

A Is For Audit

What letter grade do you give yourself in the following areas?

- ___ Availability
- ___ Accountability
- ___ Reliability
- ___ Honesty
- ___ Credibility
- ___ Transparency

Would others give you the same marks? What does that say about your reputation?

How are you driving?

Answer the following questions about yourself. Do you:

- ❖ Make your deadlines?
- ❖ Deliver what you promise?
- ❖ Rectify problems in a timely manner?
- ❖ Give consistent attention to your customers?
- ❖ Exhibit congruity between what you say and do?
- ❖ Strive for win-wins?
- ❖ Bring pride to your team, organization and profession?

As a salesperson are you more akin to Superman, Spiderman or a Matchstick Man?

You can lead the field in more than just sales. Set the standard for integrity and professionalism and watch your sales soar. Build a reputation based on excellence and be the exemplar others strive to emulate.



Craig Harrison helps professionals express their excellence through stellar sales and service training. Contact him at www.ExpressionsOfExcellence.com, e-mail him in care of Craig@ExpressionsOfExcellence.com or call him directly at (510) 547-0064.

Craig Harrison's Most Popular Communication Presentations



• Speaker • Trainer
• Consultant



Develop Your Workplace Communication Quotient (CQ)!

Enhance your **credibility** in the workplace through more **confident and credible communication**. Make honesty your policy, learn how to give and receive constructive criticism, learn to turn rejection into redirection, manage upwards and enhance your reputation in the workplace.



Listening — The Forgotten Communication Skill

Miscommunication as a result of **poor listening skills** costs millions of dollars, countless hours of wasted time. Have we gotten your attention yet? Learn about listening vs. hearing, uncover the meta-message in communications and learn how gender and other variables alter listening skills. Learn to become a powerful listener.



Mastering E-Mail Communication

Learn to send **effective, service-oriented E-mails**. Learn its advantages and disadvantages, strengths and weaknesses. Develop your checklist for when you should (and shouldn't) use E-Mail, learn the best use of subject lines, signature lines, white space, CC and BCC, and actually edit real life e-mails for readability and simplicity!



Effective Meeting Management Avoid An All-Meet Diet

Whether you're leading, facilitating or just suffering from meetings, this presentation teaches you everything you need to know to plan, stage and recover from **meetings**, be they weekly, board or the shareholder variety. Addresses agendas, rules of order, addressing challenges, and how to manage meeting monsters!

3151 Eton
Avenue
Suite 102
Berkeley, CA
94705
USA

Direct:
(510) 547-0664

FAX:
(888) 450-0664

Craig@
ExpressionsOf
Excellence.com

www.
ExpressionsOf
Excellence.com



Past President
International
Customer Service
Association
for the SF Bay Area
&
Silicon Valley



Past
President
National
Speakers
Association,
Northern California
Chapter