

Explosive Business Growth



Kordell Norton works with professionals to grow their business and improve leadership.

“What clients have to say . . .

Watching Kordell present is like watching popcorn pop . . . Without the lid.

- Roscoe Schlachter, Superintendent
Cuyahoga Valley Career Center

Kordell is a one-man Bain or McKinsey.

- Marshall Dahneke, CEO
Hygenic Corporation

I've attended conferences for 11 years and Kordell is one of the best I've ever seen.

- Allie Williams, Dir. of Organizational Development,
American Chamber of Commerce Executives

The results speak for themselves. We have seen a 40% growth in sales. . .

- Vera Lewis Jasper, Executive Director
Corporate College

Engaging, entertaining, but most of all jam packed with insights and methods to grow our membership, improve leadership and increase member participation.

- Allison Grealis, Committee and Div. Manager
Precision Metalforming Association

As the oldest association for chamber professionals in the US we are very particular about our programming, but he exceeded our high standards in every way.

- Art Roberts, CEO
Texas Chamber of Commerce Executives



- *More Prospects . . .*
- *Larger Sales . . .*
- *Inspiring Leadership . . .*

Adding Pizzazz, Zing, and Zip to Your Next Event™ *Driving word of mouth advertising THROUGH THE ROOF*

Overview:

Pizzazz/Zing/Zip™ is for anyone who has events, programs, meetings, and wants to move their customer service to the next level. Participants take their events through Kordell's **Event & Experience Builder Worksheet** where they improve the quality of their event, or C.A.S.E (copy and steal everything) from other participants. **Extreme Interactivity by participants . . . energizing, fun, tears down silos, creates teamwork, allows communication with your event attendees.** Creativity and Innovation building experience tools!

- Learn the elements of creating life changing experiences with the D.R.A.S.T.I.C. formula.
- How to market your event on a shoestring budget.
- Discover how to leverage each event and use it as a stepping stone to make word of mouth grow for each successive event.
- Get the tips and tricks of using free resources on the internet to do marketing for your events.
- Participants learn how Napoleon, Walt Disney, the Aflac Duck can help them make their next event life altering.
- Improve recruiting, increase retention, drive up volunteerism.
- Infuse Creativity and Innovation throughout your organization.

Pizzazz will guide you toward:

- Events that people can't stop talking about.
- Business growth for your organization.
- Low cost/No cost methods for marketing.
- Fun, laughter, free PR, excitement, customer experiences.

Audiences:

Associations, Chambers, Businesses, Educators, anyone who has a retail or public environment, or service industry.

Consider – Conference keynotes/breakouts, Association meetings, Chambers of Commerce, Leadership Retreats, Marketing Events

Customization Options:

Other titles:

- **Throwing Gas on the Fire – Creating drastic change in Sales and Marketing**
- **Customer Experiences . . . THE Business imperative.**
- **Creativity and Innovation: A CASE Session the Inspires**

Program Length:

This presentation can be customized from 45 minutes