

Explosive Business Growth



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

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



Status Quo to Status Grow™.

Supercharging Your Organization for Explosive Growth

Overview:

Status Grow™ is for those who want to break through the noise, to stand out in the market, and who want to communicate their value with their customers. Consider it as a course in how to steal the marketing, branding, and selling secrets of big companies and making them work for you. An “out of the box” barrage of creative ideas and methods to sell and market, in a entertaining, highly interactive and humorous format. What you will get:

- How to get the customers attention
- The proper method to share your value (no more, “best kept secrets”) and lose the bad communication habits you were taught in school
- Learn the four Elements that must be in any marketing effort.
- The easy way to create value to customer sub-sets (high vs low end)
- Discover how the customer classifies you into various “memory folders” and how to manage those to create a unique brand

Status Grow™ will move you to:

- BUSINESS GROWTH!
- Pro-active tools, plans and methods to connect with current and future customers for larger sales and higher gross margins.
- Confidently communicate your story on the internet, in your product introductions, in your marketing materials.

Audiences:

Businesses and Organizations who want to grow their businesses, educate their employees so EVERYONE becomes a marketing resource. Anyone who wants an entertaining, educational, humorous, and interactive presentation on business growth.

Consider - Conference keynotes/breakouts, Association meetings, Chambers of Commerce, Leadership Retreats, and Sales Training

Customization Options:

Other titles:

- **Chocolate, Elephants, & Wrinkle Remover: Marketing Tips, Tricks, and Traps.**

Program Length:

This presentation can be customized from 45 minutes (keynote/breakout) to half day and/or full day formats.

