



Consulting | Coaching | Training | Government Contracting

THE ART OF SELF PROMOTION

IN THIS SEMINAR, YOU WILL:

- Learn to make powerful contacts
- Learn to network effectively
- Learn to get more business for yourself or your company
- Learn to make important inroads in your career
- Learn to win over a decision maker
- Learn to build trust online
- Learn how to keep a conversation going
- Learn to step outside of your comfort zone

Who knows about you? That's an important question... because if nobody knows you, all of your talent, ambitions, and accomplishments mean nothing. You need to get your name out there. Elevate BDG's ***The Art of Self Promotion*** is teaches participants how to tout their abilities and accomplishments without bragging. If you need to be better known, or if you manage a team or group of employees that would benefit from a more visible profile, this information is essential. Learn how to promote yourself, and then pass that information to your team. Effective self promotion can lead to higher visibility for you and your team, higher wages for yourself, an expanded book of important contacts, and more opportunities for everyone.

5 TIPS TO IMPROVE YOUR SELF PROMOTION SKILLS

1. Don't assume that your boss knows everything that you **REALLY** do
2. Articulating your value - **DON'T BRAG**
3. Quantify your worth
4. Keep a list of recent/impressive accomplishments
5. Share success stories (*with data to back it up*)



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What's in it for me?



INCREASED EMPLOYEE RETENTION

Develop leaders within your company & develop the mindset that everyone is accountable for the company's success. This will not only keep your employees accountable, but also improves performance & office morale.



SAVES MONEY

Spend less time dealing with problems & fixing mistakes and more time completing projects and building your bottom line!



SAVES TIME

- ✓ Encourages creativity & Innovation to streamline processes
- ✓ Improves leadership performance to implement change quickly
- ✓ Helps leaders deliver a consistent message across departments
- ✓ Better communication = less confusion = less time spent in meetings

Who should attend?

Elevate BDG's The Art of Self Promotion series is designed for business professionals on every level, including sales, supervisors, and managers.

Course Agenda

Module 1:

- How to start a conversation
- Step outside your comfort zone
- Tell a good story
- Heave an elevator speech
- Leave messages that work

Module 2:

- What does silence mean?
- Two is the new one
- Quick acknowledgements
- Keeping the conversation going
- Out of sight, out of mind

Module 3:

- Persistence pays off
- Networking schedule
- 6 qualities to spread the word
- Testimonials
- Now what?

Module 4:

- 6 ways to build trust online
- 4 quality freebies that work
- Target demographics
- The truth about business cards
- 10 important insights

This seminar includes the following materials & resources
"The Art of Self Promotion" includes a Behavior & Motivators Assessment, a reference guide, flash cards, videos and a 90 min virtual debrief.

Bring this training to your **organization.**

Try private, on-site team training. Bring this topic, or any of our 200+ topics, to your location with customized training. Our programs are tailored to your organization's specifications and needs. Let us determine the best course of action to enhance your workforce at all levels. Elevate BDG also provides a host of coaching, mentoring, data analysis, and consulting options.

The Elevate Difference...



An interactive, fun & hands-on experience!

This course is taught through video, group discussion, skill practice and real life application to make the course both entertaining & engaging!



Gain a deeper understanding of self!

Prior to attending this seminar, your employees will be guided through an on-line assessment and work with a Solutions Specialist so your company can recognize & understand your most important resource within your company - **YOUR PEOPLE.**



Customized Courses

At Elevate, we stray away from a one-size-fits-all training process and develop a customized strategy that aligns to the vision + mission of your company. Choose from any of our 200+ topics to develop a program unique to your business needs.



Continue learning with micro-learning courses!

The learning doesn't stop once the seminar is through when you work with Elevate BDG! Fulfill all your learning needs with fun & informative 3-5 minute micro-learning courses that will encourage a pattern of continual learning and immediate behavior change throughout your organization.



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