

It's Just a Conversation!

What to Say and How to Say It in Business

Did you know... people are willing to walk away from making more money, asking for a promotion, or anything else they want because they are afraid to have THAT conversation? For those interested in discovering a tool that will positively impact any business conversation, ease uneasy conversations such as sales calls, asking for a raise / promotion, and increase rapport with customers, then it is essential to learn how to have that conversation. **This is key to your success in creating raving fans that want more of what you are selling.**

Debbie Silverman is a two-time Effie Award Winner for Marketing Excellence; Human Behavior Specialist; Conversation Expert; International Speaker; President of Consumer-Perspective LLC, a consumer research company; Winner of the Golden Mouse Award; Best-selling author of ***"It's Just a Conversation – What to Say and How to Say It in Business"*** and NLP Practitioner.

Debbie's interest in the importance of the conversation began in the early 80's when she worked for three of the top 10 advertising agencies in the World and learned very quickly that when in client meetings and people said, "I think this is a good idea" that in the long run would cost them unnecessary time and money. Debbie created Consumer- Perspective LLC in 1995 to take the guesswork out of marketing and to positively impact conversations with clients and their customers. Debbie has conducted 1000's of focus groups and other consumer research studies. These experiences gave way for Debbie to have countless conversations with CEO's, managers, and consumers over the past 30 years.

Yet, she, like most of us, has second guessed herself which caused her to think "maybe I shouldn't make the call." It is this experience that also made her realize that if she was second guessing herself about an important call, how many other people, especially women, second guess themselves and put off or don't have what could be a valuable conversation.

"It's Just a Conversation" was born out of this fear and the desire Debbie has to motivate others to have that crucial conversation.



MEDIA READY STORY IDEAS & TOPICS FOR PRESENTATIONS, WORKSHOPS AND SEMINARS

- ❖ **Harness the Power of the Silent Conversation**
 - Engage, Motivate, Compel and Convince *Without Words*
- ❖ **How to Ask for More and Get It and Have FUN**
 - Doing it** – Uncover Ideas That Can Effectively Manage Conversations – So You Get the Outcome You Want
- ❖ **The Dos and Don'ts of Compelling Business Conversations** – Discover the 5 Unfair Advantages and 5 Conversation Stoppers
- ❖ **Negotiate and Win** - Set the Bargaining Table, Play the Game and Win
- ❖ **Advanced People Skills for Fun and Profit** —
5 High-Powered Tips to Motivate Customers and Close the Sale



What Others are Saying:

“Debbie and “It’s Just a Conversation – What to Say and How to Say It in Business” are my guides to the corporate boardroom meetings. I went from speaking on a one to one basis in a medical exam room to the corporate medical world. My confidence and comfort level rose knowing the “rules of the road!”

MARLENE WOLF, MD, FAAFP

“I learned from Debbie through this workshop that **you miss a 100% of the shots you don't take**”

Sheila Finkelstein, Zoom Expert

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Contact Debbie:

Consumer-Perspective.com

Debbie@Consumer-Perspective.com

(954) 610-1403

