

Certified Speaking Professional, Jeff Tobe presents

**cOLORiNg OUTSiDe tHe LiNes!™**  
...Creative Thinking to Persuade and Influence

August 26, 2010 - 4-Hour Seminar  
At the: The Smullin Center, Medford Oregon

This high-energy, participatory, humorous session has received outstanding reviews from diverse business professionals around the world, including, Northwestern Mutual, Kraft, Cox Cable, Johnson & Johnson and many others. Certified Speaking Professional, Jeff Tobe, challenges you to **step outside your comfort zone** in positioning yourself and your business more creatively than ever before. He provides the insight you require to give yourself the '**competitive edge**' for which we all strive in the business today financial services industry!

To be effective in today's marketplace, you must be creative and innovative in designing and implementing the ideal "customer" experience. Actually, you must stay ahead of the marketplace. Coloring Outside the Lines helps participants effectively use their innate creativity to their benefit in both their professional and personal lives to understand your customer better, ask the right kinds of questions to get "buy in" to your ideas and to communicate more effectively than ever before.

Tobe is not just entertaining—he provides real 'tools' to understanding the power of persuasion and influence in any business environment. The focus of Coloring Outside the Lines is on creatively managing change and to looking at the customer "experience" versus customer "service" . Jeff Tobe believes that it is time to revamp our traditional belief system. He encourages participants to "*stop looking in our rear view mirrors to see how things have been done in the past*". Instead, he urges you to "*look through your windshield to see what is coming down the road ahead in YOUR profession*".

What makes you different than anyone else out there? Attendees tackle the issues of **VALUE vs. THE PERCEIVED COST** of doing business with you. Tobe's many years' experience with business executives at all levels, has enabled him to present this senior level workshop all over the world. He addresses the concept of seeing the world through their eyes—from their perspective! Most important, his sessions are upbeat, interactive and FUN!

**ARE YOU WILLING TO COLOR OUTSIDE THE LINES?**

Join Jeff to learn:

- How to spark innovative thinking—in yourself and others
- How to re-define the challenges we face every day in the insurance business
- Motives for being more creative in your professional and personal life

- Techniques to effectively manage the change that comes with innovation
- How to challenge your existing “boundaries” when it comes to communicating with your team
- How to see the world through your internal and external clients’ filters no matter their background
- How to give yourself an Alternative Solution Kick when you think you have the right answer
- How to understand your customer better and work with them in a way in which they NEED to be worked with
- To identify your work style and the buying styles of your clients
- Discover your unique *behavioral working style*
- Understand how to relate and adapt to different styles
- Understand what motivates you
- Understand what motivates your colleagues to buy into your ideas
- Increase team productivity
- The power of “What If”
- Understanding the two things that all human beings need—professionally and personally
- Two questions that show participants how to be more EFFECTIVE communicators
- Hearing vs. Listening to our clients
- Changing roles to being the “seeker of information”
- Empathetic listening is a learned skill that takes practice
- Benefits to being a better communicator
- 9 Techniques to being a better, more effective listener on the telephone or in person