



Duane Cashin

In business, people often see their environment as competitive and struggle with how to stand out. Those who have heard Duane Cashin see things differently.

Duane draws from his 20 plus years of experience as a top salesman and entrepreneur to deliver clear insight on how to effectively differentiate one's offering in today's marketplace. Duane shows that people can tap in those things that truly make them unique to get real results.

With the perfect blend of storytelling, humor, passion, and straight talk, Duane challenges his audiences to rethink everything from their approach to communicating the unique value of their offering to their attitudes toward selling and serving. So what makes Duane different?

First, he has a completely unique way to approach a business opportunity. He gets people to look beyond the long held traditional theories and leaves them with a new holistic outlook and approach - one that leads to delivering more sales, better service, and longer term relationships with customers.

Second, he relies on real life experiences for which people in today's environment can easily relate. Duane's achievements such as founding a company and growing it to a multi-million dollar enterprise in four years allow him to share credible and relevant insights.

Most importantly, though, Duane delivers his speeches with a passion and intensity that you have to see to believe. After Duane addressed over 1,000 people at an annual meeting at the Bank of America, a meeting planner said "You took the audience on a wonderful roller coaster ride. You got them to feel the disappointment of apathy and the exhilaration of achievement. And I love your energy and passion. I'm certain they will remember this talk for a long time to come".

Duane leaves his audience ready to face the challenges of standing out in today's competitive business environment with a renewed positive outlook and an approach that will deliver results.

Speech Topics

Sales

Success in selling today is less about your product and marketplace than it is about you! Buyers today are savvy. Over the last 20 years they've heard all the lines and seen all the tactics. Today they want depth. They want to deal with "business people" not "sales people". They want fewer "pitches" and more "value". It's not as competitive in your market place as some sales



people will lead you to believe. It is crowded however! And that does make it challenging to stand out from the crowd. The problem is sales people are under the false perception that there are 3 simple steps in selling and when followed will guarantee their success. They view those simple steps as: being the prospects buddy, doing a feature dump and closing with 7.5 closing questions. Buyers have changed. Today we've got to be smarter than that. This talk focuses on how to establish credibility in the buyer's eyes, and how to deliver value in every prospect and customer interaction. This talk makes clear what is necessary to leverage "consultative selling" and "relationship based selling" by getting down to business.

Customer Service

In reality most organizations understand how important customer service is and know what to do. The challenge they face is getting the majority of their staff to take the necessary actions to sustain a positive and memorable customer service experience day in and day out year after year. This talk reviews how important consistent and attentive customer service is and the consequences an organization realizes when customer service declines. This talk helps the audience understand what is in it for them personally when they put forth the necessary effort and illustrates the mindset that effective customer service representatives and organizations possess. This presentation helps the audience get in touch with purpose and meaning. It is a well documented fact that individuals that sustain the empathy required to become a top service professional have found purpose and meaning in their work. This talk challenges each audience member to reflect on what is meaningful to them and how to leverage their unique purpose in their day to day responsibilities as a service professional.

Motivation

Why is it that some people soar while others plod along in despair? Are the successful significantly more intelligent? Do they possess greater natural ability? Highly successful individuals have 3 things in common. They have found meaning and purpose in what they do. They are resilient. And they take action. Successful people make plenty of mistakes and are faced with set backs just like the unsuccessful. In this regard nature does not discriminate. The key differentiator is that the successful take full responsibility for what is happening to them. They don't place blame on others or circumstances. They understand it is not what happens to them that matters as much as how they choose to deal with it. This talk gives the audience members permission to be less than perfect. It illustrates that the successful often have significant weaknesses and imperfections however they don't let these flaws stop them. They look adversity and challenge directly in the eye and they move forward. And as they embrace this approach their confidence and ability steadily grows. This presentation leaves the audience with a feeling of confidence and strength. It gets them in touch with the fact that they are significant and that they can soar in their profession while creating a life that matters.