



James P. Cecil

Jim Cecil of Bellevue, Washington, has spent his entire business career perfecting, teaching and producing the Nurture Selling Process. As an author, consultant and powerful speaker, Jim excites audiences across the world with the logic and emotion of customer cultivation. In addition to launching Nurture Marketing in 1986 and co-creating the Nurture Institute in 2004 with Eric Rabinowitz, Jim is the author of two books, "A Cure for the Common Cold-Call" in 1997 and co-author of *Nurturing Customer Relationships* in 2006. He has coached hundreds of Microsoft's Certified Partners as well as New York Life's top producers and literally tens of thousands of CEOs on the skills and strategies of customer attraction, retention and affection. Jim has addressed audiences from Sydney, Australia to mid-town Manhattan

and everywhere in between since 1970 and continues to write, consult and share his strong message to this day.

Speech Topics

Nurturing Customer Relationships

Customers invariably go back to a place where they have consistently been made to feel special. In this powerful, 3 and 1/2 hour, morning workshop, marketers learn ways to use technology to automate the stay in touch process and achieve top of mind with customers they can't afford to lose. With high energy and warm humor, Jim Cecil gets attendees excited about building lasting relationships from scratch. With 21 years of research and presentation, Jim will show participants nine specific ways to cultivate and truly nurture the people that matter most to their business.

A Cure for the Common Cold-Call

Sales people succeed when they help prospects and customers succeed, not just buy. In this unique and motivating, 90 minute, keynote presentation, the master of Client Relationship Development, Jim Cecil, guides listeners on the path to growing and harvesting a bountiful crop of buyers who call them first when they are ready to buy. With humor, energy and solid strategies for success Jim captures the imagination and excites sales reps to help prospects and customers succeed using the Nurture Selling Process he developed in 1986.

Winning the Heart of the Customer

People remember people who remember people as people. Winning the respect and affection with customers that count is about staying in touch with messages that matter. From acknowledgement, appreciation, education and professional persistence, attendees to this full day workshop will learn exact methods of automating the process of consistent nurturing and of being remembered at the moment of need. Success means being there, top of mind when they are ready to buy, not just when you are ready to sell. Jim will show you the exact steps to winning hearts and minds of customers and prospective ones.