



**Michael Goldberg**

Michael Goldberg is a dynamic speaker, writer, and consultant. He is an expert at helping sales folks and business owners gain more laser-like focus, attract more prospects to the pipeline, create more quality referral streams, and write more business!

Described by clients as a “spark plug”, Michael is a master at invigorating and engaging audiences. His style is “in your face” and high energy. His content is “real world” and can be applied immediately.

Michael speaks at conferences and associations, runs sales meetings, and delivers “results driven” programs on networking, leadership, communication, service, and career transition. When he tells an audience *how to do it, they know he has already done it...and it works!*

Clients include MetLife, Genworth Financial, Guardian Life, Amalgamated Life, AXA Advisors, Chubb & Son, Stop and Shop Supermarket Company, the American Cancer Society, and the New York City Police Department.

Michael has been published in numerous business journals and was quoted in the *Harvard Business Review*. He works extensively with the insurance and financial services industry and has been published in *Horseshoeth*, *The GAMA International Journal* and has spoken at LAMP and The Sales Mastery Forum. Michael has monthly columns in industry wide trade publications in the construction, architecture, and meeting planning fields and has been the source of articles in *The MetroWest Daily News* in Boston.

*The Building Blocks to Success*, Michael’s online newsletter, focuses on helping businesses in sales, service, communication, and leadership and reaches thousands of subscribers.

Prior to establishing his company, Michael worked in the hospitality industry operating restaurants for several of the nation’s largest restaurant corporations including Red Lobster, Bennigan’s, and Legal Sea Foods. When not working in operations, Michael taught a variety of college business courses and served as department chairperson. He also held regional training and management positions with Staples and a Boston based start up training company.

Educational background includes a Masters Degree in Training and Organization Development from Lesley University and Bachelors Degree from CUNY Brooklyn in Hospitality Management.

Certified Speaking Professional (CSP) is an earned designation conferred by the National Speakers Association and the International Federation for Professional Speakers to recognize demonstrated commitment to the speaking profession through proven speaking experience. In 2009, Michael Goldberg received this prestigious certification. Only 10 percent of speaking professionals in the world have passed the rigorous criteria to attain this coveted designation.



Michael is an active member of the National Speakers Association, serving as an officer to the regional chapter. He was asked to serve on The National Board of Advisory in his first year as a member of the National Speakers Association.

Michael is currently an award winning public speaking teacher at Rutgers University and frequently volunteers as a speaker at organizations focused on career search.

## **Speech Topics**

### **How to Network and Grow Your Practice**

No, networking is not politicking or selling. Networking is a set of skills developed through education, training, practice, and having a positive attitude. Whether you're interacting at a business event, a cocktail party, or golf outing, it's not who you know but who you want to know. Networking is the most effective way to prospect, generate referral sources, make a sale, build a book of business for the long term, or recruit future stars! In this interactive presentation, attendees will learn the techniques and approaches to effectively greet people, hand out and ask for business cards, tactfully transition and end conversations, follow up, create an ongoing strategy, and most importantly – create key relationships.

### **Networking Hang Ups and What to Do About Them**

Both new hire and top tier sales producers have many of the same networking related concerns and questions. The difference? The top tier reps are not nearly as open about them as the new hires. Have no fear! In this "block", the focus will be exclusively on scenarios created by the producers who attend – anonymously. Sit back and relax as we get into some of the "real life" situations that plague us when we meet people at mixers, cocktail parties, golf outings, networking events or fundraisers. We'll discuss the solutions that will leave the best impressions and make you the most referable.

### **Following Up on Follow Up – The What, How, and When of Staying in Touch**

Most people will not follow up after meeting someone for the first time at an event. Many won't follow up even after a second encounter. Not following up with those good connections you make is the same thing as not showing up to the event at all. Ever get home or back to the office and neatly arrange all the business cards you've collected on your desk? Now what? This "block" will focus on what to do before, during, and after a networking venue to insure an effective follow up strategy. Following up is the glue that holds your networking strategy together.

### **Networking Strategies and Your Target Market**

Identifying and establishing a target market (or niche) is one of the pillars of a networking and referral based marketing campaign. How else will you determine who to meet, where to go, and what to say? In this session, attendees will discuss various networking strategies and link these approaches to their individual target markets. Other discussions will include networking organizations, chambers, associations, masterminds, power groups, and how to form a networking group that works for you.

### **Crafting Your Elevator Pitch and Marketing Plan**

In networking circles, one of the most common questions asked of us is, "So what do you do?" Our response is often in the form of our title. Imagine how powerful your response would be if you could briefly mention a well prepared synopsis of what you do, how you help, and whom you help best? This is what a good "elevator pitch" can do. In this session, we will craft an effective pitch (or value added proposition) and apply to real life networking and business scenarios.

### **Developing Your Communication and Active Listening Skills**

Top sales producers report that the number one best practice to building a great book of

business is effective communication strategies. Effective communication is the “building block” for any sales professional to be successful – bottom line. Without the ability to speak and listen clearly, we often miss the opportunities to understand and help our prospects, clients, referral sources, and advocates. Through discussion, activities, and a communication assessment, we will demonstrate how communication can enhance your telemarketing, networking, email correspondence, selling, and public speaking initiatives.

### **Sales Presentations That Sell**

It's not unusual to be asked to give a sales presentation, run a meeting, make a toast, persuade an individual or group of individuals to see your point of view, or to introduce a speaker. Public speaking has been rated as one of the most terrifying experiences a human being can have - just a step or two behind death or divorce. The purpose of this program is to provide a comfortable environment where we will learn about the complexities of public speaking and develop effective sales presentations and participation skills as listeners. Those that excel at delivering sales presentations excel in sales. The knowledge gained during this program will be obtained through a practical, hands-on approach with assignments, handouts, discussions, group activities, symposiums, and evaluation.

### **Speed Networking and Putting It All Together**

Lights, Cameras, Action! Producers (and recruiters) will have an opportunity to network with actual business professionals in the community! In this facilitated speed networking format, each producer will have networking based conversations with actual contacts (in 5 minute intervals) to practice learned skills, create relationships, and promote business for the long term.