



### **Andrea Nierenberg**

Andrea R. Nierenberg, speaker, author and world-renowned business authority, is the force behind The Nierenberg Group.

Called a “networking success story” by *The Wall Street Journal*, Andrea Nierenberg is founder and president of The Nierenberg Group, a sales and marketing consulting firm.

With a stellar 27 years as a leader in sales and marketing, Andrea is an in-demand business expert both at home and abroad. Her company partners with an array of the world’s leading businesses in professional services, advertising, financial services and healthcare.

Andrea is the author of three business books—all of which have become essential reading for businesses worldwide. Her first, *Nonstop Networking: How To Improve Your Life, Luck and Career*, is used by companies as a business development textbook and is a top seller at Amazon.com. Her second book, *Million Dollar Networking: The Sure Way to Find, Grow and Keep Your Business*, has become a textbook for her corporate training clients and has received worldwide media coverage including *Smart Money Magazine*, *The Toronto Sun* and BBC Radio (London). Andrea’s most recent book, *Savvy Networking: 118 Fast & Effective Tips for Business Success*, is a critical tool for professionals looking for simple ways to boost their business.

Andrea speaks in cross-cultural settings around the globe at internationally known companies and conferences, and her travels have taken her to business hubs across the U.S., Asia, Europe and Africa. As a respected author and quoted expert, Andrea has been featured in *The New York Times*, *USA Today*, *The Wall Street Journal*, *Selling Power*, *Sales & Marketing Management, Inc. Magazine*, *The Associated Press*, *Chicago Tribune*, *Entrepreneur*, and *Training & Development*. Her wealth of corporate experience and expertise makes her a familiar face on television with numerous appearances on popular outlets such as Bloomberg Business Television, Time-Warner’s *Fortune Business Report*, Fox News Chicago, *Wall Street Journal Weekend*, and PBS/The Business Channel.

Andrea’s additional experience and achievements are both remarkable and extensive. Prior to establishing The Nierenberg Group, she was publisher and sales director of *Target Marketing Magazine* and served in “Corporate America” in sales and marketing for companies such as Macmillan Publications, Avon Fashions, Saks Fifth Avenue and Ziff Davis.

Andrea has taught her business development courses to undergraduate and MBA students at the nation’s top educational institutions, including the University of Chicago, Washington University, and New York University. She is also active in numerous professional associations, including the Executive Association of New York, the Financial Women’s Association, the Rotary Club, Advertising Women of New York and the UJA Federation.

She serves on the board for the Boy Scouts of America-Greater New York Councils. Several years ago, she was honored by Office Depot and the National Association for Female Executives as Business Woman of the Year and also received the Direct Marketing Association of New York’s Silver Apple Award for her longstanding dedication to the industry.

A native of Illinois and a longtime resident of New York City, Andrea graduated from Washington University in St. Louis with a degree in Business and Psychology.

## Speech Topics

### **Business Relationships that Last**

After three years of rejection, a conservative securities business became one of The Nierenberg Group's biggest customers. The call finally came for a single project ... which eventually turned into 30 projects across the company.

How did we do this? By always remembering the person who initially got us in the door and nurturing each and every relationship we formed thereafter. In this keynote address, we'll tell you how to bond with customers, before, during and after the sale. Your team will have everything they need to turn customers into lifelong loyal and happy advocates through our five proven retention techniques:

- Seeing the long-term potential in any sales call
- Turning a customer crisis into customer satisfaction
- Encouraging closing the sale in a positive way
- Avoiding the three mistakes that turn off every client
- Finding the future needs of each client
- Turning a 'no' around into 'on' to be more resourceful

### **Cold Calling is History**

Just the expression "cold calling" is enough to send chills down your spine. In this keynote address, we'll present a case for effective alternatives to cold calling by utilizing the professional and personal sphere of influence you already have in place. For most people, this universe holds a wealth of potential for making new business contacts. By the end of the session, your audience will have a clear understanding of how to reach almost anyone they need through their already-established network.

### **Creating Powerful Connections Through Great Networking**

Every business connection you make can be maximized through the Nierenberg Networking Method. This keynote address will help your audience reach their professional goals and enrich their careers by being open to what others have to offer them. These topics will be discussed—all of which will lead to building rock-solid and profitable working relationships:

- Creating a powerful network of contacts
- Gaining confidence to network anywhere, anytime
- Quickly establish common interests with people

### **Networking — The Umbrella to Success**

The word has a misunderstood label.

Learn how "networking" is both a noun and a verb.

- What are our different networks
- How do we build strong advocates and alliances
- What are the special ways to network and how?
- How is networking both serendipitous and sometimes unconscious?

Like an umbrella- if one piece is missing, you will get wet. So learn to stay dry and build a powerful network

### **Overcoming Obstacles to Great Customer Service**

Imagine you're lying flat on your back. In intensive care. With 38 broken bones. Your first thought? How about calling the client you were on your way to see and apologizing for missing your meeting? That's what Andrea Nierenberg did when she was in a head on car collision years ago.

While most situations that affect customer communications aren't as dramatic, on-the-job obstacles and personal issues do tend to reduce our enthusiasm for delivering consistent exceptional service. And it's critical to process these obstacles and issues in real time.

This can't-miss keynote address is for managers and staff who understand that handling challenges in a healthy way is a major key to setting themselves apart from the competition. We'll share with your audience five powerful points for processing difficult situations while still remaining productive:

- Defining Your Dreams—planning and achieving personal goals
- Deviations In The Plan—"10 survival skills" to overcoming unforeseen obstacles
- Drawing Out Your Best—discovering your potential to "rally" in tough times
- Driving On!—maintaining your passion for your customer for the long haul
- Daring To Do It Again—finishing in victory and reaching for the next level

### **The Nierenberg Networking Method**

Andrea Nierenberg moved to New York without knowing anyone except her wonderful grandparents! Over the years she has networked her way to thousands of business contacts. Based on the principles Andrea learned and put into practice, The Nierenberg Group speaks to businesses around the world about the power of networking.

What's the secret? When meeting people anywhere in life, many professionals are only focused on their own personal gain. In this keynote address, we will explain our simple strategy of becoming a "giver" through networking. You'll find out how to visualize ways to make positive first impressions that can turn into lifelong business relationships. Essential topics covered include:

- Networking effectively—whether you're an introvert or extrovert
- Creating a personal network that becomes your most powerful business tool
- Developing a networking strategy
- Finding common interests quickly
- Building relationships that endure
- Assembling a networking tool kit packed with every essential