



Jeff Tobe

Coloring Outside the Lines™ helps participants effectively use their innate creativity to their benefit in both their professional and personal lives. This high-energy, participatory, humorous 'signature' keynote or workshop has received outstanding reviews from diverse audiences around the world. Certified Speaking Professional, Jeff Tobe, challenges you to step outside your comfort zone in positioning your product, your service or yourself more creatively than ever before. He provides the insight you require to give yourself the 'competitive edge' for which we all strive in any profession.

To be competitive in today's marketplace, you must be creative and innovative. Actually, you must stay ahead of the marketplace. Most people feel they are not the most creative person they know. In reality, everyone is creative each time they question the 'norm'. Each time they challenge themselves to look at a challenge from a different perspective.

Tobe is not just entertaining-he provides real 'tools' to being more creative. The focus of Coloring Outside the Lines™ is on creatively managing change that is inevitable with innovation, as we approach the 21st century. Jeff Tobe believes that it is time to revamp our traditional belief system in business. 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 specific industry".

What makes you or your business different than anyone else out there? Attendees tackle the issues of VALUE vs. THE PERCEIVED COST of doing business with you, working with you or consulting with you. Tobe offers techniques to getting 'internal' and 'external' clients' to buy into your innovative ideas when you do develop them. He addresses the concept of seeing the world through their eyes-from their perspective! Most important, his sessions are upbeat, interactive and FUN!

Speech Topics

Outside-the-lines Marketing

In this high-energy, fast-paced, marketing Jeff shares how to create a marketing "blueprint" that applies to any sized organization. He takes participants through a 5-step process of re-evaluating their marketing and advertising techniques. Finally, Tobe shares many of his 101 secrets to gain marketing prowess and increase your bottom line.

Creative Teambuilding

Effective teams increase workplace morale and productivity. Teams that are innovative make fewer mistakes, save money and are more efficient. Jeff Tobe explores the creation of interdependence in teams and how the most powerful teams foster self-motivation among their members.

Listening Between the Lines: Effective Communication Skills

"Listening is power in the communication process" according to Jeff Tobe. All world class professionals have perfected their listening skills. Have your people? If not, then Jeff shares nine techniques to more effective listening and communication which will set you apart from your competition.

DiSC™: Who Are You Dealing With Anyway?

Research shows that the most effective professionals are those who know themselves, recognize the demands of a situation and are able to adapt their behavioral strategies to meet those demands. In this session, Jeff Tobe helps participants recognize their own behavioral styles. He shows attendees how they can effectively adapt their behavior to get the results they seek. This is a great program for conflict resolution, selling skills or teambuilding.

C.O.L.O.R. Selling: Probing for the "YES" with a 5-Step Approach

Do you ask your clients or prospects the right kinds of questions? What effect do probing questions have on your selling success? C.O.L.O.R. Selling™ is a five-step questioning process developed by Jeff Tobe. After extensive research, Jeff discovered a common link to successful sales calls-the ability to ask properly sequenced questions. THIS WORKSHOP IS NOT FOR BEGINNERS! C.O.L.O.R. Selling will take your sales force to their next plateau.

Coloring Outside the Lines™: Innovation and Creative Problem Solving

Creatively changing the way you do business and look at what you do, will open many doors. In cOLORing OuTSidE ThE LiNEs™, Jeff Tobe will unleash your innovative thinking skills and challenge you to step outside of your comfort zone to position what your organization offers more creatively than ever before.