

JIM CATHCART

Strategic Thinker, Gifted Keynoter and One of The World's Most Award-Winning Professional Speakers

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- One of the world's leading professional speakers and business authors
- His 18 books include 3 bestsellers
- Over 3,100 professional speeches worldwide
- Top 1% TEDx speaker: over one million views
- Best known as the original author of Relationship Selling™ and The Acorn Principle, both international bestsellers
- Inducted into the Sales & Marketing Hall of Fame in December of 2012, recognized as the man who popularized the term “Relationship Selling.”
- 29-year member of the exclusive Speakers Roundtable (20 of the world's top speakers)
- Member of the Speaker Hall of Fame

"For over 41 years, I have been helping people grow their business and expand their life by teaching them to rethink their work, their relationships and themselves. I show them how to master their craft as well as their lives."

Jim Cathcart, CSP, CPAE, author, professional speaker and business leader, is the CEO of Cathcart Institute, Inc. (founded in 1977), an organization devoted to helping clients create and grow High-Value Relationships. He was recently appointed as the first Entrepreneur in Residence by California Lutheran University's School of Management. Jim's four decades of study in applied behavioral science has resulted in The Acorn Principle, a guide to understanding the many elements that make us who we are plus The Self Motivation Handbook, 336 ways to do what needs to be done. The Acorn Principle achieved international best-seller status. In fact, in the USA it became the nation's #2 best-selling e-book, second only to Stephen King. As the author of 18 books, a popular Blog and scores of recorded programs, Jim's students number in the hundreds of thousands.

A Sales & Marketing Pioneer: Inducted into the Sales & Marketing Hall of Fame in December of 2012, Jim Cathcart is the man who popularized the term "Relationship Selling." He has been selected as a Top Influencer in Sales and Marketing for each of the past 5 years. Relationship Selling™ is also the primary course in the Cathcart Online Academy.

Admired by His Peers: He's considered one of the world's leading professional speakers and business authors. He regularly coaches others in building their speaking career. He has presented over 3,000 speeches in every US state and around the world. Jim Cathcart is one of only 5 speakers in the world who hold all of the following honors: past president of the National Speakers Association (NSA), recipient of the Cavett Award, member of the Speaker Hall of Fame (CPAE), Certified Speaking Professional (CSP), a 29-year member of the exclusive Speakers Roundtable (20 of the world's top speakers) and recipient of the Golden Gavel Award from Toastmasters International. In August of 2008 he was inducted as one of the "Legends of the Speaking Profession." In 2015-16-17 he was selected as one of the Top 25 Speakers (out of 1,300) through an online survey of 27,000

business people.

Personal: When he's not on camera or on a platform you will find Jim running the Santa Monica mountain trails, riding a motorcycle or playing guitar and singing in nightclubs. He's committed to living life fully and helping others do likewise.

TEMAS

- Business Motivation
- Leadership
- Marketing
- Motivation
- Personal Growth
- Sales Motivation
- Customer Service
- Team Building

PROGRAMAS

Leadership: Get people to want to perform at their best

The main challenge of leadership is not a skills challenge; it is a motivation challenge. Getting people to want to do what needs to be done. That is the main job of a leader.

Purpose:

- Give people the confidence to press forward despite uncertainty or challenges.
- Show people how to take the lead and keep it.
- Empower them to lead themselves and to help others grow.

Relationship Intelligence®: Turning Contacts Into Assets

“Increase your Sales IQ! Wouldn’t you rather get ALL the business instead of just one transaction? Relationships must be treated as Assets! A relationship without a sale is merely a social connection. A sale without a relationship is what one gets from a vending machine. Our clients deserve to have us as their partner in problem solving.” Jim Cathcart, Original Author of the international best seller Relationship Selling

Purpose:

- Change the way people think about selling.
- Teach them specific techniques so they can generate more sales with less resistance.
- Build their confidence and give them a clear direction for action.

Leadership for Professional Success – How to become and remain a respected leader in your field

Sustained Success is the result of who you have become and not just what you have done. There is a learnable process for achieving personal, interpersonal and professional success. You can rise to the top of your profession by following this process. The thinking among world leaders and people at the top of their profession differs significantly from those who report to them. Many people become competent, some become excellent and a few become brilliant at what they do. The difference can mean changing your world, your profession or our world in meaningful ways. This involves becoming more intentional and intelligent about: your Relationships, Reputation, Skill Sets, Habits, and Mindset.

Objectives (6):

- 1. Learn how to think about your career path in a strategic way
- 2. Recognize the building blocks of your professional reputation
- 3. Take charge of your interactions using Relationship Intelligence®
- 4. Learn to balance your lifestyle advancement with professional advancement
- 5. Master the art of leadership communication
- 6. Increase the Sales IQ of your organization

Relationship Selling™:

Sometimes it is not your product or price that gets you the business, sometimes it is simply

the way you connect with people. We need to rethink how we connect with our customers and suppliers, before our competition does. When Jim Cathcart wrote Relationship Selling it was considered revolutionary. Today it is considered standard practice. This presentation shows you what to listen for, how to be natural in your selling style and how to connect with the underlying elements of buying psychology which most people have never heard of.

The Acorn Principle - Helping People Grow:

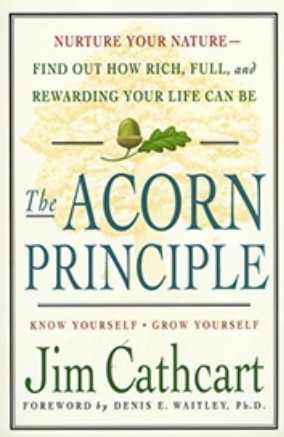
The Acorn Principle is: "Your greatest, fastest and easiest growth always comes from your natural abilities". Every person can be very good at certain things, but most people don't know what those things are. Jim shows people how to find and grow their natural strengths so that they can always be self motivated. A fascinating exploration of what makes us who we are and how to use it. Based on nine years of psychological research.

The Grandma Factor - Lifetime Customer Loyalty:

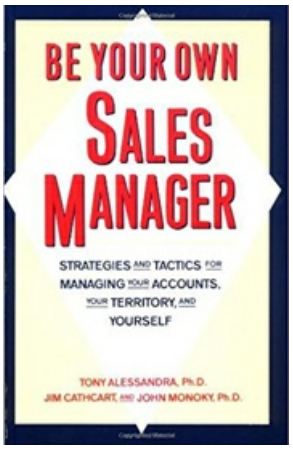
Everyone knows how to provide good service; our challenge is getting them to want to. The real magic in customer service comes from discretionary efforts, when people go beyond their job description. This begins with training people in how to think about: their role, their goal and the person they serve. When you don't find much meaning in what you do, you don't bring much value to what you do. This presentation focuses on the way systems, strategies and relationships impact service. Jim teaches "The Grandma Factor" for building your clientele through UpServing.

PUBLICACIONES

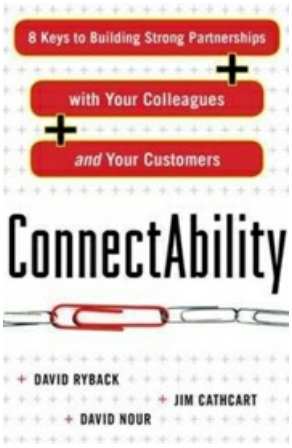
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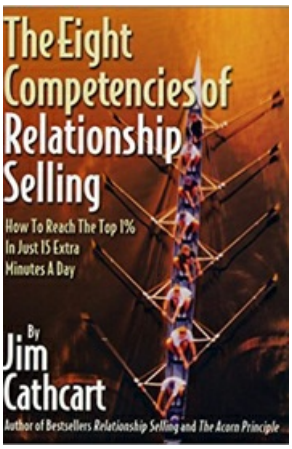
THE ACORN PRINCIPLE



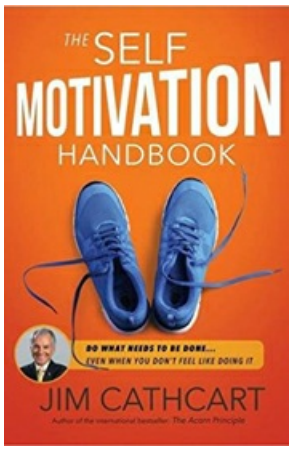
BE YOUR OWN SALES MANAGER



CONNECTABILITY



THE EIGHT COMPETENCIES OF RELATIONSHIP SELLING



THE MOTIVATION HANDBOOK