



GEORGE HEDLEY CSP

"Entrepreneur Of The Year"
Award Recipient



The Business Builder

Sell More Than Price!

- How To Build Loyal Customer Relationships

- Grow Your Business With Loyal Customers & Referrals



George Hedley, CSP

Building Entrepreneurial Excellence!

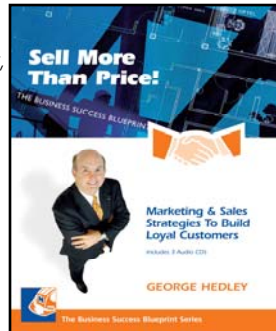
George Hedley is the owner of a successful commercial construction and real estate development company.

Over 28 years ago, he founded and built his business from \$0 to \$50 million dollars in only 7 years!

As recognition, George received the nationally recognized award: 'Entrepreneur of the Year' by Ernst & Young and 'Venture' magazine.

Mr. Hedley's experience starting, growing & building his business into a systemized management run company enables him to show you how to get your business to work. As a 'Certified Professional Speaker' he will help your organization build people and leaders, create long-time loyal customers, focus on bottom-line priorities, install systems that always make a profit, continuously improve, grow equity, and build wealth.

George is the author of
'The Business Success Blueprint'
'Get Your Business to Work!'
'On-Purpose...On-Target!'



Create Loyal Customer Relationships

- Get A Return On Your Marketing Time, Energy & Money
- Build Trusted & Profitable Customer Relationships
- Find & Keep Long Time Repeat Loyal Customers
- Use A Customer Relationship Tracking System
- Spend Quality Time With Profitable Customers
- Stay In Touch & Show Customers You Care
- Get Lots Of Referrals

How To Get Customers To Only Buy From You

- Help Customers Solve Their Problems & Make A Profit
- Add Value & Produce Results For Your Customer
- How To Present Your Products & Services
- Offer More Than Low Price
- Get Last Look

Set Yourself Apart From Your Competition

- How To Create A Perception Of Best Value
- Become The Recognized Industry Expert
- Be A Partner In Your Customer's Growth
- Deliver What Your Customer Wants
- Differentiate Your Company

People don't always buy low price! They buy the best perceived value, differentiation or a personal relationship. Today's customer demands exceptional service, perfect quality and lots of choices. Customers expect you to give them exactly what they want, improve how they do business, and help them make more profit. Even in this competitive price-driven economy, you can become the preferred provider of products and services using proven marketing and sales ideas that work.

Learn how to create loyal customer relationships. Offer more than low price, target market, stay in touch with customers, get new customers to call you, earn lots of referrals, set yourself apart from the competition, provide added value, sell solutions, track customer contacts, show customers you care, and become a trusted partner in your customer's growth. Presented by a successful business owner in a fast-paced, fun, and enthusiastic style with lots of action ideas.

What They Say About This Program:

"Your presentation was **informational** and **entertaining** - a perfect combination of **hard hitting** advice and **challenge** for excellence. You were **highly** rated! Thanks for the **great** presentation!"
- Marilyn Murphy, Pres. Sales & Marketing Assn.

"We all agree you did an **outstanding** job. Your program was **entertaining** and **enlightening**, a tough job to do well. Especially when the audience is made up of highly successful, independent business owners. - John Pippin, VP Marketing, Neyra Industries



BUSINESS BUILDING PROGRAMS

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