

# Transportation & Travel Industry Keynote and Breakout Sessions

*Sales, customer service, business plan evaluation and building better business relationships*

Industry-specific, presentations comprising of a **keynote** and **four breakout sessions**.

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# Garrison Wynn: Turning Talent into Performance

Garrison is an expert at making information entertaining, memorable, and easy to understand. Studies show that people implement what they enjoyed learning, what makes them laugh, and what they feel relates to them personally. He combines industry-specific market research with surveys of top performers to give you a high-impact experience that goes beyond best practices. These programs are fast paced, interactive, and focused on providing tools your people can implement right away.

Garrison believes long-term success requires more than talent. It requires strong, enduring business relationships and the ability to successfully manage client expectations.

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## Garrison Helps Organizations

- Enhance their image to attract and keep top customers
- Identify talented people and position them where they are most effective.
- Develop easy-to-maintain, relationship-based managerial processes that attract and retain top performers.
- Develop easy-to-maintain, relationship-based, prospect-to-client processes.
- Develop customer service processes that optimize client care.
- Create high-impact visual and verbal communications.

**Garrison has helped Fortune 100 companies, small businesses, and individuals increase productivity, sales, and employee satisfaction.**

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## Clients include:

- American Express
  - U.S. Department of Defense
  - Chevron Texaco
  - Prudential Financial
  - Mercedes-Benz
  - Shell Oil
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## Testimonials

Your ability to deliver strong customized content and to be so funny at the same time is unmatched. We have received excellent feedback for the 20+ Programs you have delivered at conventions across the country.

**AIM Management**

You were simply an overwhelming hit! Your presentation hit home with the audience in a very personal and introspective way. Your comments will be remembered for many years to come. When I summarized the conference and mentioned your name, the crowd broke out into a hellacious round of applause.

**John B. Carleton, Col, USAF, MSC, Department of Defense**

Garrison was able to get through to our people like no one else. We thought we knew it all; we were wrong.

**Chevron Texaco**

Your entertaining and high-energy style really helped kick off our conference the right way.

**Chris Murtha, VP Marketing/Business Development, TD Waterhouse**

I just got off the phone with my VP/GM and the divisional VP and they both thought he was just great! Also- all of the customers and folks that I talked to just loved him. He was a big hit! I think we can officially declare Garrison the "Bee's Knees!"

**American Express**

Garrison was able to help me eliminate roadblocks and become more effective, fast! I have had a 100% increase in referral business, a 50% increase in revenue and a 30% increase in productivity. Thanks, Garrison.

**Robert Gilliland, Vice President- Investment Financial Service, Smith Barney**

Your program was the best received in my 30 years in the business. There are always one or two who find something negative to say. Not this time — all positive comments from those attending. Great job!

**Kelly Littlefield, Vice President Sales, Kirby-Smith Machinery**

Your presentation was outstanding; I received several compliments from those in attendance. I would recommend you to any company that wants to motivate & educate employees and independent contractors. Thanks for making me look good!

**Robert Bohli, Field Vice President, American Express Financial Advisors**

We are extremely pleased with the results of your presentation. All of the 16 locations gave you a big thumbs up...

**Phil Riley, Training & Development, Komatsu International**

Rave reviews would be an understatement; you are one of the best speakers we have ever had at Smith Barney. I really appreciate your preprogram research and funny to-the-point delivery. Let's try to match schedules for multiple dates next year. Thank you for all that you did for us.

**Frank P. Breazeale, III Regional Sales and Training Officer, Smith Barney**

You spoke at our sales rally last month. The response was phenomenal. We believe you made a real difference in the moral and education of our people. Thank you for the effort you put into your research. The knowledge of our industry was the key. I personally have benefited from your relationship sales approach, and have increased my average monthly sales performance by approximately 25% accordingly. I have been in sales for several years and I feel that I learned as much about sales in the one hour we had with you as I did in the entire year prior. The consensus from the sales group here at ALLTEL is that we are eagerly looking forward to our next training session with you.

**David Stephenson, Major Accounts Executive, Northwest Region, ALLTEL**

Every one of my sales people from locations around the country thanked me personally for bringing you in as our trainer. I have been very successful in business and have great insight on what works. So I wanted to tell you officially, "it worked".

**Anthony Cantrell, Owner, ACC Consulting Company**

Having attended the sales training and having heard the comments made to me by the salesmen, I must say this was one of the most productive seminars RMS has participated in, in the 14 years that I have been involved in sales management. We changed the date of our summer meeting to fit Garrison's schedule so that he could present the next round of the KSS training to us!

**Dave Johnson, VP Sales, Road Machinery & Supplies Co.**

We have used Garrison fifteen times already this year, with terrific results. His funny, interactive approach keeps the group focused, and his "dealing with difficult people" segment, among others, was particularly effective. Garrison helps us provide excellent value-added training to our customers.

**Joe Sprague, Director of Key Accounts, AIM Management's Financial Institution Division**

Over the past year and a half not only have you offered excellent training programs for our staff, but you have been a personal inspiration to me as well. After the first two meetings with you, I felt much better equipped to lead our sales team to an improved bottom line.

**Vicky Trahan, Sales Manager, Health & Fitness Magazine**

Thank you for the great training workshop you provided for the sales team. The tools you taught us have made us more effective in opening relationships with our customers. Your recommendation to conduct a major training program with quarterly booster shots has proven to be the boost we needed. We are exceeding our goals!

**Eunice Munoz, Vice President Texas Region, Banco Popular**

The sales force found your presentation, motivating entertaining and thought provoking. Your unique style provided a refreshing perspective on effective communication techniques in today's diverse business environment.

**Penney Sherman, Southeast Sales Manager, UPS**

By customizing your presentations to fit our services and people, you helped us conquer our "Anti-selling" mentality and turned our sales force into confident sales people as shown by our growing lists of clients.

**Lindsey Smith, President, Survey Solutions**

# Keynote

## Professional Perceptions: Why Customers Hide When it's Time to Ride

This funny, fast-paced program focuses on how your appearance and behavior can betray your skill. Combining relationship-building strategies with image issues in the Transportation industry, this keynote examines how individual organizations contribute to the perception of the entire industry. Success is more than being good at what you do; it's about being consistently chosen to do it. Garrison helps people to understand why their services, or those of their competitors, are selected. People don't necessarily choose what's best; they choose what they are most comfortable with, whether it's the best or not.

- Managing expectations and emotions
- Perception marketing: rats are just squirrels with good publicity
- Scary operators and questionable vehicles: consumer opinions
- Looking and listening like an industry leader
- The truth about trust: how detectible is your value and stability?
- How to improve your image without spending a lot of money
- Original research: what customers really want from transportation professionals

# **Break-out Session I**

## **Being Competitive When Your Price Is Not**

Holding your prices and building value is the key to growing your business. People do business with people they like; they like people they trust and they trust value they can understand. This session focuses on differentiating your business by helping members to clearly convey the value of their service and shows how the most successful coach owners stay competitive by proving their worth, not by making price concessions

# **Break-out Session II**

## **The Lowdown on Up-selling**

Most business owners have a lot to offer; they're just not sure when and how to offer it. This session takes the best ideas from the motorcoach industry and blends them with three years of original research on up selling and cross-selling. From offering first-class upgrades and long-term transportation memberships, to the specifics on how to ask questions that get people wanting more, this to-the-point program proves the old saying "the more you ask for, the more you get."

# **Break-out Session III**

## **Developing Much More Business with Your Existing Customers: Profitable Perfection**

Most studies show that 70% of your new business either will come directly from or be created by your exiting customer base. Effectively marketing new offerings to your customers and leveraging existing relationships for referrals is the future of your business. This program helps session attendees to focus on the most profitable activities in the sales process and get more from what they already have.

## Break-out Session IV

# Surviving Your Life as a Transportation Provider: How to Jump-Start Your Business When Your Revenues Have Been Cut in Half

So you're in the tank, business is just plain bad, and you need hope and money—but not necessarily in that order. It's true that a large percentage of the travel industry is having a difficult time. However, much of this slump is media-driven and not necessarily reflective of the true desires of the American public. Our studies show an increase in local destinations and opportunity for travel and transportation related businesses that can get travelers there. This session is specifically designed for those who need to reevaluate their business plan and replace a nonringing phone with aggressive marketing strategies.