

ROBIN WAITE.

BUSINESS COACH. AUTHOR. SPEAKER

My coaching programme was born out of a deep passion for business and personal development. I always strive to improve the efficiency and profitability within the companies I run. My 16 years experience in business helps my coaching clients on a daily basis within their businesses.

I believe the central core to my coaching programme can help ANY business. Making it more profitable and less stressful. I believe in working hard, all of the time, and ALWAYS being the coach.



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SPEAKING TOPICS:

FEARLESS GOAL SETTING (20-60 MINS)

We all know that the most successful businesses are born out of your passion for their products. But as a business becomes more successful there is more to do in the "AOB" box. During this simple Keynote I demonstrate the value of setting a single over-arching goal, the dangers of doing too much, and how to set goals for the next Day, Week, Month, Quarter and Year in order to **GUARANTEE BUSINESS GROWTH.**

5 STRATEGIES TO INCREASE CUSTOMER LIFETIME VALUE (45-60 MINS)

Attendees will learn how to:

- attract customers using my tried and test Know, Like and Trust model
- charge more for their products and services
- develop recurring revenue in their business
- understand their capacity to deliver and price accordingly

PRODUCT ARCHITECTURE, PRICING AND VALUE PROPOSITIONS (60-90 MINS)

Business owners commonly sell a single core product and then, after seeing the price, wonder why potential customers turn around and walk out of the door before they've even had a chance to engage in a conversation.

During this workshop I will teach your guests how to build up "Know, Like and Trust" through creating a suite of products at different prices. Building trust and thus removing buyer's resistance when you finally put your core product in front of them.

PRAISE FOR ROBIN:

"Hardly anything had to change - just a few little tweaks that Robin advised me to make - and it's turned everything around. I feel positive, focused and excited!"

Sali Green, iWorkForuGlos

"Robin Waite is the real deal, he knows what he's talking about and has a string of business success stories to prove it. I have been very impressed by his talks at our Women's Business Clubs. He is very knowledgeable and experienced yet personal and approachable. Everything you want in a business leader and influencer really!"

Angela De Souza, Women's Business Club

BOOKING INFORMATION:

20-minute Keynote - £950

60-minute Workshop - £1,450

Half-Day Seminar (up to 3 hours) - £1,950

Full-day Seminar (up to 6 hours) - £2,950

Transportation, round-trip airfare and hotel accommodation are required for booking.

For more detailed information on Robin's presentation topics or to book him for your next event, please contact us at:

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