



WHITE BOARD
Learning

DENISE PRAUL

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ABOUT

WHITE BOARD LEARNING:

www.wb-learning.com

White Board Learning provides advanced referral marketing tactics and tools to business executives, owners and development professionals so they can grow their businesses. WBL has helped business professionals drastically increase their confidence, their reach, and their businesses' bottom lines. Participants have seen their best revenue-producing quarters as a direct result of understanding how to focus their referral marketing efforts in their most profitable areas.

SPEAKER PROFILE

PRESENTATION TOPICS

Are Your Meetings ONLY Paying Off in Coffee?

It's true that networking events will help you meet people—but are they helping you meet the right ones? If you've decided to meet with a prospect but you haven't done your research, established the questions you want to ask, and determined exactly what you want out of the meeting, rest-assured—your meetings aren't paying off. By learning how to measure the return on investment of your meetings and knowing how to create the best plan of action, you can focus on prospects who can help bring you profit, not those who will waste your time.

Help Me, Help You...Get Referrals!

We've all been there—sitting across from someone with a wealth of contacts we'd love to do business with when they ask, "How can I help you?" How do you respond? It isn't enough to give them an overview of what you're looking for. By understanding how to identify your ideal clients, developing a well-thought-out prospect list and giving your potential referral partner two leading questions to funnel the conversation, they can help you can give you a plethora of referrals.

DISC Profile Training – Why Can't Everyone Be Like Me?

DISC profile training allows you to take a deeper look into your unique tendencies and behaviors to increase your self-awareness, understand how you respond to conflict, how you solve problems and ultimately—how you can work most effectively with others. By understanding the differences in behavioral and communication styles, you'll be able to pay attention to the needs and preferences of others, allowing them to adapt to situations, develop deeper relationships and become increasingly more efficient in their professional—and personal—lives.

ABOUT DENISE

Denise Praul is the founder of White Board Learning, and committed to sharing practical real world information to help business professionals create referral marketing strategies to grow their businesses. Since 2004, she has used the invaluable knowledge she gained from her property tax business to increase her referrals by 100 percent. For over 15 years, she has trained new members of the local BNI on referral marketing and taught leadership teams on how to encourage and manage their chapters. She has met and trained people from around the world while serving as a Master Trainer for the Referral Institute.