



WHITEBOARD  
Learning

## DENISE PRAUL

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### ABOUT WHITEBOARD LEARNING:

[www.wb-learning.com](http://www.wb-learning.com)

Whiteboard 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

### How to Put Together an Elevator Pitch That Works Every Time

Everywhere we go we are asked "what do you do?" How you answer that question can either result in a meaningful conversation, or the other person merely being polite while you are talking. After this interactive presentation you will:

1. Learn to create an interesting and engaging introduction statement
2. Describe your benefits in 3 minutes or less
3. Become clear about the benefits you offer to your clients

### Your Network is Your Network

Strong relationships can not only carry you through challenging times, but they can allow you to share struggles, resources and best practices that can really give you an edge. The old adage that states it's not what you know, but who you know is true. The reality is that business relationships are just like any other relationship. They require effort to maintain. During this presentation you will:

1. Learn how to use the 20/20/20 Management Tool
2. Discover techniques to stay in front of your relationships in less than 10 minutes a day.
3. Understand the value of tracking your activity

### Why Can't Everyone Be Like Me? – DISC Behavioral Style Training

DISC has many applications that go far beyond just learning your own behavioral style. The knowledge of how to apply DISC to your business or workplace can help you respond to conflict, work more effectively with others and even increase sales. In this training you will:

1. Identify your own behavioral style to increase your self awareness
2. Learn simple cues from others around you to identify their behavioral style
3. Gain the knowledge to work with people the way *THEY* want to be worked with

## ABOUT DENISE

*Denise Praul is the founder of Whiteboard 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.*