



Leading Matters®
Loyalty through Partnership



Learn “How to get Brilliant Testimonials – BTs® every time you ask for one”

A **one-day comprehensive training program** for marketing, sales professionals & business owners who want the competitive advantage that only genuine, credible & believable client testimonials can provide. Learn how to get this valuable social proof & cement loyalty with the Leading Matters® process! *

You will receive:

- ✦ Dynamic and interactive training with the step-by-step process to develop Brilliant Testimonials - BTs®, use them creatively to win new business & earn client loyalty
- ✦ The Guide & Workbook with all tools, scripts & templates provided in hard & soft copy to fully equip you to gain Brilliant Testimonials – BTs® every time you ask for one
- ✦ Post-training phone mentoring & coaching as required to ensure your success.

Presenter & Trainer | Leigh Stafford



*M.Ed. (Dist.) Vic.Inst.Tch.Reg (VIC);
MBTI® Steps 1 & 2 Certified; Cert. 1 &
2 REBT (Arthur Ellis Inst.)*

As a conversational interview specialist Leigh is credited with

co-developing hundreds of brilliant testimonials – BTs® on behalf of Leading Matters' clients since 2002.

She is the writer and facilitator of this program and it includes every secret of the company's proprietary process! Leigh brings training to life with her educational experience and qualifications mixed with strategic business acumen and personal experience.

Please note | Places are limited to foster interactive learning.

Early bird Registration by 7 October

Save \$200! | \$1,250 plus GST

includes the full Guide and Workbook in hard & soft-copy plus morning & afternoon refreshments.

CLICK HERE TO BOOK  or insert

<http://www.trybooking.com/105058>

into your browser.

Date | Thursday, 23rd October, 2014

Venue | ZENDESK 488 Bourke St, Melbourne 3000

Time | 9am - 5.00pm Registration 9am

Fee | \$1,450 plus GST *includes the full Guide and Workbook in hard & soft copy plus morning & afternoon refreshments.*

Cancellation policy | A registration refund, less administration costs of \$100, is available with 48 hours-notice.

Transferable | We recognise that extraordinary events such as illness may prevent your attendance. Your registration is transferable to another member of your organisation with 24 hours-notice.

* **Social Proof | WHY BTs® MATTER! (Read ours !)**

“We included testimonials developed collaboratively between Leading Matters and our clients in a recent proposal for new business. It’s fair to say that these BTs® were instrumental in us winning the \$.75M project. BTs® enable our clients to provide us with proof that we are able to deliver what we say we can.”

Peter Linton, General Manager, LogicalTech Systalk, VIC 3000

Need more information?

Contact us here  or T | 1300 261 995

W | leadingmatters.com.au