



# Dare 2b Different

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## Keynote Description

### Dare 2b Different : Attract, Keep and Engage More Customers More Often

#### *Why You?*

No really... why you?

Why should your perfect customers do business with you?

Every day our clients are looking for new and better reasons to do or continue to do business with us.

If we can't provide them with those reasons; if we aren't clear on how to **create, demonstrate and deliver more value** to more clients more often than our competition, those customers WILL go elsewhere. In fact, for some of you, maybe they already have.

In this **dynamic, thought provoking** and **content rich** session Toni will challenge you to dare 2b different; to defy the status quo; to re-think and re-imagine every aspect of how you do what you do – all while providing you with the strategically innovative tools and techniques that have helped both Toni and her clients **differentiate** themselves from their competition and drive **significant growth** in their businesses.

#### *Is This Program Right For Your Organization?*

If you have more business than you can handle, no competition to speak of and a market position that is so secure that you sometimes just get bored with it all, then this program is probably not for you!

On the other hand, if you are a dynamic, **customer-centric** organization that wants to...

- **revitalize visibility** in a crowded marketplace;
- **drive greater revenues** from both new and existing customers; and
- engage clients in sales conversations that **focus more on value** than they do on price,

then this program will introduce your team to our proven process for designing **innovative customer experiences** that will both **differentiate** you from your competition and significantly increase the number of customers that you do business with.

*The 'Dare 2b Different' keynote delivers the greatest value to ...*

Sales teams, Senior Leadership teams, Entrepreneurs and Independent Service Professionals



She gave us a  
*powerful process*  
to differentiate ourselves  
from the crowd.

President, ASK Corporate Services Inc



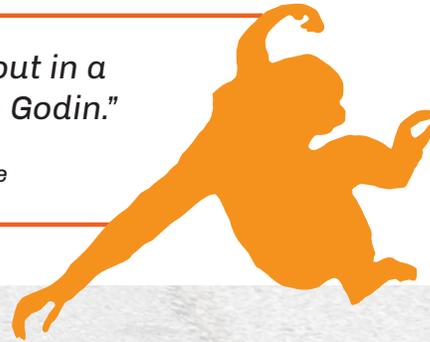
## 21 days Plus: Supersize the return on your keynote investment

Supersize your investment in Toni's 'Dare 2b Different' keynote by adding 21 days of post-keynote, video learning delivered directly to your team's inboxes. Videos that have been strategically crafted to...

- **REMIND** participants of the **key learning** from the Toni's keynote.
- inspire them to **REPEAT** the actions required to **anchor** that learning and... as a result...
- **RESET** the mindsets and behaviors that will turn inspiration into innovation and ideas into results so that you can maximize the return on your keynote investment.

"Best **methodology** on standing out in a crowded marketplace since Seth Godin."

NY Times Bestselling Author, Vince Poscente



Five-time award-winning business owner Toni Newman is a Professional Innovation Catalyst and Hall of Fame speaker who helps organizations worldwide use Customer Experience Innovation to drive significant business growth.

MORE CUSTOMERS. MORE REVENUE. MORE GROWTH.

TONI NEWMAN  
is Your Innovation Advantage

