



1. The Art of Connecting Cross-Culturally

We live in an ever-changing world that, thanks to technology has become smaller than ever. Even though there are a lot of positive factors to these changes and there are also factors that require us to be more aware of who we are and who the people around us are.

What You Will Learn:

- ▣ Embracing Diversity in your Organization.
- ▣ Connect authentically with your peers.
- ▣ Explore your team's unique differences.
- ▣ Understand how our differences can make us stronger together.

2. The Art of Connecting and Creating a Powerful W.O.W.™!

You have your business cards, you know where you are going, you walk in the room and feel like turning around! What is it that makes us so nervous when we network? Is it the idea of not knowing what to say or who we are looking for? We are all looking at building connections that matter and in this presentation that is exactly what we will do. Come ready to learn the difference between connecting and networking? Leave with a 60 second message you can be proud of and ready to use.

What You Will Learn:

- ▣ The critical difference between networking and connecting
- ▣ 4 essentials to authentically connect and communicate with others.
- ▣ Practice and apply your new approach in a positive and engaging environment.

3. The Art of Connecting for Authentic Sales Conversations

Now more than ever, people don't want to be sold to, but they do want to buy. That's why today the most successful business development and sales professionals know how to create connections built on an authentic desire to understand what someone needs and offer real solutions to solve their biggest problems.

What You Will Learn:

- ▣ How to start an authentic sales conversation
- ▣ How to truly create trustworthy relationships with your prospects
- ▣ How to handle objections
- ▣ When it's the right time is to close the sale

Bio:

Shanna K is a successful business leader, **bilingual speaker, trainer and strategist** with over 20 years' experience in the financial services industry and Founder and CEO of FABWOMEN. In addition, she specializes in helping all professionals truly connect in a diverse world so that they experience reduced workplace conflict, increased productivity, and more successful sales conversations. Her own "art of connecting" story is featured in *Gusty Tales Off the Rails*.

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