



Dean Savoca, M.Ed., BCC

People buy from people they trust
and people they like.

We all know that sales is about relationships.

You're likeable and trustworthy.

So why is it that you're successful with
some prospects and not others?

Be People Smart

JUMP START YOUR SALES SUCCESS

What is that intangible element that makes people click, and the sale close? That element is often *Emotional Intelligence* – the ability to understand your client's style and adjusting yours to complement it, while still being yourself. This program provides insight into the role *Emotional Intelligence* plays in sales, and provides a proven, successful tool to produce bigger and better results.

In This Session You Will:

- + Learn how to read your clients' styles and adjust your sales style to reach more people and close more deals
- + Use *Emotional Intelligence* to build client relationships that lead to repeat sales

Dean Savoca, M.Ed., BCC, spent his early career in the hospitality industry as a Travel Director and Account Manager for Maritz for nine years, and as a general manager of a Colorado-based destination management company. Now a performance management and results expert, Dean works at the company and association level as a **keynote speaker** and **conference facilitator**; at the team and department level as a **management and sales trainer**; and at the individual executive level as an **executive coach**. Whatever the opportunity – conferences, sales training, leadership development or strategic planning – Dean guides people through processes that focus their attention on core issues, and rallies them to action, *often right there in the room*. **The result is a better bottom line** – boosted by improved performance, higher productivity, and more cohesive teamwork.

In addition to managing his national speaking schedule with his executive coaching practice, Dean is a member of the editorial advisory board for *Colorado Meeting + Events* magazine and the Director of Programs for the Meetings Industry Council (MIC) of Colorado. In 2014 – 2015, Dean was distinguished as a national "Best in Class" speaker by the Professional Convention Management Association. He served as the 2012-2013 President of the National Speakers Association – Colorado; the Chairman of the Cherry Creek Chamber of Commerce, Denver in 2009; and has served on the Board of Directors of Destination Colorado. Dean holds a Master's Degree in Organizational Performance and Change and is a Board Certified Coach.