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*Incorporating Olympic Communicators
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Keith Abraham

People Pursing a Passion

Keith shares easy-to-implement, proven strategies that have a profound effect on audiences and encourages them to execute ideas that make a positive impact on their lives.

His presentations are studded with relevant facts, gems of wisdom and amusing anecdotes. This ensures that every member of the audience will take away time proven strategies and at least one important concept home with them. He will craft a customised presentation that is filled with substance, strategies and solutions that your delegates can take away and apply to their business.

Keith Abraham is a best selling author and one of Australia's most in-demand professional conference speakers.

GREAT RESULTS

Keith shows businesses and their people how to maximise their marketing efforts, optimise their existing customer base and capitalise on their current market opportunities. Most importantly, Keith's strategies are proven and have achieved some phenomenal results, as the following four examples will testify:

- ◆ Working with a retail organisation, Keith turned the worst sales area of 65 staff, with 110% staff turnover into the best area to achieve their annual budget of \$15,000,000.
- ◆ He shared one business growth concept with a client that helped them grow from \$5 million to \$9 million in 12 months, then grow to \$16 million in the following year without employing one more person.
- ◆ He showed one Financial Planner how to add an additional \$500,000 to their bottom line over a 12-month period.
- ◆ In one particular Customer Service Call Centre, Keith developed a 6-part sales model that has ensured they are 200% ahead of their annual sales budget and 98% of their 220 staff members are exceeding their targets every single month.
- ◆ In just 8 years Keith has built a professional speaking business regarded in the top 4% for revenue and client retention in the world. This recognition has seen him bestowed the prestigious "Nevin Award" in 2001 by the National Speakers Association Australia.

In one of the recent editions of the BRW, they listed Australia's top 10 Sales Superstars. Keith has worked directly with 2 of these people and is currently in discussions with a third person from this group of acclaimed sales professionals.

Keith believes that there are 4 key components that make a presentation memorable - before, during, after and forever after. A truly great presentation is where the message lives on in your delegates' minds forever. To guarantee this happens Keith has designed 25 time proven steps that ensures your delegates receive unprecedented value from his presentation.

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4 KEYNOTE AND WORKSHOP TOPICS

Being able to specialise in just 4 areas gives Keith the ability to create an information rich keynote presentation or a 'hands-on' workshop for your conference delegates. He can even take one component of the following 4 topics and turn that into a customised presentation to meet your exact needs.

Customer loyalty - How to create loyal profitable customers

- ◆ Marketing
- ◆ Business growth
- ◆ Service experience
- ◆ Customer loyalty

People motivation - How to pursue your passion and design a life worth living

- ◆ Motivation
- ◆ Inspiration
- ◆ Confidence
- ◆ Direction

Sales performance - How to maximise and optimise your selling opportunities

- ◆ Sales direction
- ◆ Optimise opportunities
- ◆ Classify customers
- ◆ Maximise marketing efforts

Conquering change - How to change, challenge and conquer your marketplace

- ◆ Evolving your business
- ◆ Innovative ways to change
- ◆ Challenging marketplace mediocrity
- ◆ Change before you need to change

CLIENT FEEDBACK

"We were thrilled at the positive response we received from our delegates to your presentation. As the key content driven speaker, you had our audience of 1000 small business people captivated. We were particularly impressed in the lengths that you went to; to really understand and deliver a presentation that reflected and focused on the real needs of our company and delegates. You have an amazing talent in explaining and presenting real theory with an energy that inspired and challenged our delegates to make real changes. The evidence of this value is in the feedback we continue to receive six weeks after the event, and the 'Keith-isms' that have filtered into some emails we've recently received."

Bakers Delight Holdings Ltd

"In today's world we want more than just a speaker to inspire and inform us. We want them to partner with us to provide us with innovative ideas and strategies to ensure that the presentation message lives on. Keith gives us unprecedented value by working with us to deliver a tailored solution for our people."

Lexus Australia

"The conference workshop was extremely successful and the feedback received has exceeded all expectations. Keith is an exceptional speaker who is able to motivate and capture his audiences using a variety of innovative styles and methods."

Collins Foods International.

"Your presentation at Langkawi was filled with humour, facts and logic."

Country Advertising Agency

"Keith is an exceptional presenter who has a great ability to acquire the knowledge of the business and to deliver a dynamic and engaging presentation to the audience. Keith stands out as a professional who delivers long lasting business results every time."

Woolworth's Limited

"Feedback from these meetings has been the best ever. Your segment was spot on for the target audience."

Toyota Australia

"I have never seen the team so enthusiastic about a presentation before!!!"

CSL Animal Health.

"Feedback from our attendees was that not only was the quality of presentation first class, but the normal goal of taking at least one good idea from a presentation has been exceeded 20 fold."

AON Insurance Services

"Keith challenged us to develop ways of functioning better as a team; of improving the customer service experience and identifying avenues for better communication."

Personalised Plates Queensland

"Feedback I have received from staff has all been very positive and I thank you for your dedication and commitment to making the transition to a sales culture much easier. I also need to thank you for personalising this program."

Energex

"Keith was able to tailor his presentation. He displayed an extremely professional, yet relaxed and personable manner which hit a key with all of our delegates."

Sizzler

"Excellent. Keith crafted his workshop sessions to suit our objectives spot on. Keith inspired and supported our audience beyond expectations. A passionate communicator and a pleasure to work with."

AGFA

"Well prepared and energetic. He started and went off as a ball of energy. Check out his content for appropriateness with me beforehand, and as asked adjusted this to ensure that content and comments were appropriate to both financial planners and insurance advisers (the FPIA caters for both). Lots of good comments from others."

The Conference Team