

Are You a Commodity – or a Consultant? It's Not About the Sale, It's About Collaborative Solutions

As a consultant, you want to establish relationships based on mutual trust and respect, where your insights and recommendations are acknowledged and implemented. Is this how you currently operate?

Trust-based relationships are the only way to effectively grow your business. These are proven to maintain loyalty from existing clients while simultaneously securing new client business.



If you're ready to take your results from good to great then you need to attend *Are You a Commodity – or a Consultant?* In this highly-tailored session you'll learn ways to create trusting, long-term, sustainable relationships with customers and **grow your business beyond expectations.**

What's the secret? It's simpler than you think – once you have the tools! Our fast-paced, highly competitive and ever evolving world makes it extremely hard to break through the clutter, be heard by customers, and be remembered and valued.

All smart business people know the importance of creating points of differentiation. The challenge is **differentiation is often discussed but rarely executed effectively** – making you little more than just another vendor. True differentiation exemplifies to current and future clients your desired identity: a partner who provides ideas guaranteed to stimulate growth. True differentiation creates foundations of trust and lasting business relationships.

***Are You a Commodity – or a Consultant?* will help you take your business to the next level.** In this session, you will learn how to....

- Experience business-changing epiphanies that propel sales and careers to the highest level
- Enhance your ability to create new business with potentially lucrative “hard to close” customers
- Initiate, build and maintain trust and loyalty with customers
- Differentiate yourself from the competition
- Redirect focus from price to solutions and value

In short, *Are You a Commodity – or a Consultant?* will give you the tools to gain the competitive advantage, build trusting loyal relationships and construct the foundation for a long-term sustainable business. **It's vital to attend a session now empowering you to achieve the success you desire.**

About Steve Gavatorta

Steve Gavatorta is a Certified Professional Behavioral Analyst (CPBA), Certified Professional Values Analyst (CPVA), Myers-Briggs Certified Practitioner, and accredited coach and trainer for Emotional Intelligence (EQ). As a consultant, trainer, coach and speaker, Steve works with large corporations, small businesses, and entrepreneurs tailoring programs resulting in the catalyzed personal development and professional success for his clients.

He is the author of *The Reach Out Approach: A Communication Process for Initiating, Developing & Leveraging Mutually Rewarding Relationships*. His new book, *In Defense of Adversity: Turning Our Greatest Challenges into Our Greatest Opportunities*, will launch Q2 2017. Contact Steve at 813-908-1343 or steve@gavatorta.com to begin customizing your program today.