

Robin Jay Presentation Topics

B Face 2 Face 4 Success

Today, the very technology that is supposed to help us seems to have consumed us, instead. Most of us don't even have time to write complete sentences! But personalizing your business is still critical to your success. Cultivating your existing relationships while developing new ones can be overwhelming, especially when combined with the demands of social media and staying in front of your clients.

Between text-messaging, online networking, conference calls, and e-mails, quality "face time" has never been scarcer – OR more important! The bottom line remains the same: **People prefer to do business with people they like.**

In her outstanding new keynote, Robin shares how to become a **Business Relationship Expert** by balancing online time with socializing and networking effectively in order to achieve greater business success. Discover how to capitalize on your rapidly diminishing, yet all-important, face time. The **Quality** and **Quantity** of your relationships will determine your success.

In **B Face 2 Face 4 Success**, audiences will discover:

- The importance of quality "Face Time"
- Secrets to becoming invaluable to clients
- How to get more done in the same amount of time
- The importance of networking and socializing, and how to do it effectively for maximum return on your investment
- Alternative ways to build relationships, in person and long-distance
- The "secret" ingredient to building successful relationships
- How to become more transparent to others and why it's crucial that you do so
- Adaptability; how staying ahead of the curve will put you ahead of your competition
- Stimulate the economy to stimulate your business

In **B Face 2 Face 4 Success**, Robin offers the very latest techniques for building business relationship success.

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Business CARDIO: Building High-Endurance Relationships

Robin's ability to motivate sales teams, owners, entrepreneurs, and business professionals has made her one of today's most sought-after speakers. **Robin delivers results** with creative strategies and techniques for building **high-endurance, profitable** business relationships. Keeping existing clients while bringing in new business is essential for healthy business growth. We all know the importance of **CARDIO** for our health and well-being; now, it's time for your business to get a work out!

The key to building "high-endurance," or long-lasting, profitable relationships lies in

Business CARDIO:

- C: Cultivate; Grow your existing relationships by tending to them with extraordinary care and thoughtfulness.
- A: Authenticate; before spending your time or money, try to assure a positive Return on Investment.
- R: Resource; become a resource your clients so that they come to depend on you. Audiences will discover how to accomplish this through blogging, social media, and other, creative new ways to become invaluable.
- D: Delegate; prioritize to assure that your time is spent wisely.
- I: Initiate; It's critical that you attend networking events and socialize to meet new contacts. Follow up is vital.
- O: Open up; there has never been a greater need for transparency in the world of business than there is today. Vulnerability, openness, and candor – their time has come!

Business CARDIO will help you to get your business relationships in shape. You will create a deep, new loyalty between yourself and those with whom you do business. This presentation will transform all your relationships into **high-endurance relationships**.

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The Art of the Business Lunch:

Building Relationships Between 12 and 2

- Do your clients see you as a **real person**...or a necessary evil?
- Are you able to build **productive** business relationships with ease?
- Do you have **all the business** you can handle?
- Is your client's **loyalty so great** that they refuse to work with anyone else?

No matter what business you are in, you can improve your business by introducing a social aspect into your business relationships. People prefer to do business with people they like, and, for most people, there is no better way to get to know someone than by breaking bread with them; taking a client to lunch is the most effective way to build **ultimate business relationships**. But a lot can go wrong **IF** you are not prepared!

Robin Jay is a **Business Relationship Expert** who has been on more than 3,000 client lunches. She saw her sales increase by more than 2,000%! With more than 20 years of successful sales experience, Robin learned how to take advantage of mealtimes, or any social outing, to build solid, high-endurance, **profitable** relationships.

Robin's method has been featured nationally in **Newsweek Magazine, MSNBC-TV**, and on **Forbes.com**. In "The Art of the Business Lunch," based on her award-winning book of the same name, she will reveal how you, too, can learn a better, more effective way to conduct business.

Robin discovered a "**Special**" **secret** for making her clients choose to work with her, instead of her competition, time and time again. You, too, can become a business **relationship expert**, and enjoy **increased sales** and **greater success** – both personally and professionally!

Audiences will discover:

- The **importance** of socializing with clients
- Appropriate appearances
- How to get the first lunch date with someone who won't return your calls
- Getting past the gate keepers
- How to choose the right restaurant for a business lunch; which restaurants to avoid
- What's the one entrée you should NEVER order at a business lunch?
- Is it ever okay to order alcohol when out with clients?
- The biggest mistakes to avoid at a networking event
- How to avoid awkward silence
- When to bring up the subject of business
- How to settle the check discreetly
- The "**Special**" **secret** that will improve all relationships, professional and personal

Robin's presentation will result in **increased sales** for everyone who applies her principles and techniques for **building better, more significant business relationships**.

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The History of Las Vegas: A Study in Risk & Reward

Everyone knows the **Las Vegas** of today...mega-resorts, world-class shopping, restaurants ruled by celebrity chefs, stage spectaculars, and hi-rise condominiums that rival New York City! But how did this jewel in the desert grow up so fast? More than 5,000 people move to Las Vegas, Nevada every month...drawn to the glitter, the growth and the opportunity that is unique to this valley locale.

Discover the drama that transformed this tiny whistle-stop along the railroad into one of the most rapidly growing metropolitan cities ever. Mormon missionaries tried to settle here and Pony Express riders cut through the valley. But it wasn't until the gold strike of 1859 and the discovery of the Comstock Lode, the greatest, single mineral strike in history, that Nevada became a destination. In 1928, when the \$165 Million dollar Boulder Canyon Project launched, thousands of depression-weary job seekers came to the valley to work.

Gambling was legalized in 1931 and the rest, as they say, is history! Within ten years, small hotels and casinos began to crop up, including the Flamingo, owned by the infamous gangster Bugsy Siegel. Audiences from around the world will enjoy this content-rich history; the Power Point that accompanies this **entertaining presentation is chock-full of spectacular photos** that will transcend language barriers and illustrate the spectacular events that made Las Vegas what it is today. The History of Las Vegas is ideal as a *spouse program, for visitors from outside the U.S., and for meeting planners* who want an entertaining diversion that offers substance.

Audiences will discover:

- **Bugsy Siegel's** influence on Las Vegas, right up until his death
- The influence of **organized crime**; does it still exist today?
- The development of downtown
- The effect the energy crisis of the 1980's had on the casino's lighting
- The bizarre world of **Howard Hughes**
- Las Vegas' unique tendency for ***imploding old resorts***
- The impact **Steve Wynn** has had on Las Vegas
- Las Vegas' evolution: from simply an entertainment destination to a world-class dining, shopping, and residential metropolis
- Why more than 40,000 students call Las Vegas home, putting Las Vegas in the top FIVE school districts in the United States
- What's in store for the future of Las Vegas, and what is the meaning of "Vertical Vegas"?

Robin Jay has called Las Vegas home for **more than 35 years** and has experienced much of this growth first-hand. She shares anecdotes from her personal experience, working in the hotel industry when it was still controlled by organized crime and the days when Howard Hughes owned much of the city. Go beyond the glitter of **Las Vegas Boulevard** and enjoy this journey to the heart of what makes Las Vegas the most unique and exciting city in the world!

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The S.E.L.F. Personality Profile: Now You're Speaking My Language!

Do you work with some people who just don't seem to understand you? Or perhaps you don't understand them or what makes them tick. Do you sometimes feel that you aren't even speaking the same language? If so, you'll be delighted to find out that you may be having trouble communicating with others because ***you really aren't speaking their language!*** Even though we may all be speaking English, we relate to each other differently.

The S.E.L.F. Personality Profile will help audiences to gain greater understanding of how others process information and relate to those around them. Gaining this understanding will improve our ability to communicate with others and in doing so, improve productivity.

- Do you prefer to lead or take direction?
- Do you enjoy working with others, or prefer to work alone?

We each relate to the world around us based upon our tendency to lead or take direction. Couple that with our preference to work with others or by ourselves and you will come up with four distinct personality profiles. When we learn to identify the different characteristics of each dimension, ***our ability to communicate is improved*** and we no longer encounter the stumbling blocks that used to hold us back.

This information is then combined with how we each perceive the world around us through our various senses. The S.E.L.F. Personality Profile is a fun, interactive presentation that will, in 60 minutes or less, teach audience members a better way to communicate and relate to those around them, eliminating frustration and challenges to progress. Teams will be able to ***incorporate this information immediately*** for outstanding results and improved communication.

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