



# Heidi BK Sloss

Author, Keynote Speaker, Sales & Leadership Trainer, Workshop Facilitator, Entrepreneur

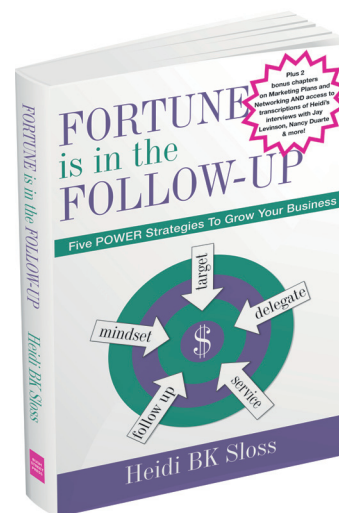
## EDUCATING ENTREPRENEURS TO TURN THEIR PASSION INTO PROFIT IN ANY ECONOMY

Heidi BK Sloss is an energetic keynote speaker, engaging sales and leadership trainer, and highly effective workshop facilitator. She infuses more than 31 years of business experience into her key sales strategies and powerful presentations. Groups as intimate as 20 and as large as 2,500 have benefited from Heidi's methods through her 200+ keynote speeches, trainings and break-out sessions.

Sloss is the author of "The Fortune is in the Follow-up" which provides insight into the 5 most often neglected principles that every business needs to survive and thrive: Target Marketing, Customer Service, Delegating, a Positive Mindset, and of course, Follow-Up. Her proven step-by-step process is a must for small business owners looking to transform from ineffective entrepreneur to marketing master.

### DISCOVER HOW TO THRIVE IN ANY ECONOMY

Heidi knows what it takes to start, build and lead a company to success through the best and seemingly worst economic times. She is candid about what's required to own and run a small business these days: owners playing an active role in the daily sales and marketing activities that all vibrant businesses need. Let Heidi pin-point the areas of focus necessary to have a thriving company in any economy.



### FIND OUT WHY HEIDI'S CLIENTS COME BACK FOR MORE...

Corporations, companies, small businesses, independent sales representatives, associations, non-profits, key decision makers and event planners have hired Heidi BK Sloss because they trust her years of knowledge and experience; she speaks with authority, and her expert advice is customized to fit their specific events and audience needs.

#### HEIDI'S AREAS OF SALES AND LEADERSHIP EXPERTISE INCLUDE:

- Strategic and Tactical Sales Training
- Identifying Viable Target Markets
- Building Rapport and Client Retention
- Standout Customer Service
- Follow Up and Client Loyalty
- Marketing Plans to Keep You on Track



"Heidi has been a guest presenter at the Business Empowerment Networking Group on several occasions. Each time she had a different relevant subject and delivered a ton of rich content. She tailored her remarks so that everyone in the audience felt her information was directly related to them. Heidi created such an instant bond that it prompted many to take inspired action, myself included. I highly recommend Heidi as a speaker for any event." V. Lynn Hawkins, President & Business Strategist of Skyhawk Enterprises.

"Heidi Sloss has given two dynamic presentations to my Silpada Designs sales team. Networking is such a critical topic in growing a business, and Heidi gave my team powerful and crystal clear information and examples on how to network the right way. I highly recommend Heidi as a speaker and coach to provide the training necessary to thrive in this volatile economy." Julee Moore, Silver Manager, Silpada Designs



## DECADES OF EXPERIENCE DISTILLED INTO DYNAMIC PRESENTATIONS

From the defining moment in 1980 when Heidi decided not to “play it safe” by opting to work side by side with her father in the family manufacturing business, she hasn’t looked back. After more than three decades she’s sharing her effective solutions for making sales, maximizing efficiency and increasing productivity.

Today, she continues to run her own business while delivering high impact professional keynotes, workshops and breakouts that allow her to distill decades of information into relevant-to-the-real-world messages providing customized small business solutions, proven marketing strategies and results driven sales techniques.

Hire Heidi as the polished, professional speaker for your next event, executive retreat or off-site program. Her presentations are infused with passion, positive energy and actionable takeaways. Allow her to design a talk specifically for your event covering any or all of the following:

- **Business Basics** that plug up the holes in shaky business foundations and put pillars of profits in place.
- **Marketing Plans** that take your business idea from theory to thriving without any fluff or fantasy.
- **Sales Presentations Tips** that close deals and grow businesses.
- **Follow Up Systems** that keep the prospect pipelines full and clients coming back again and again.
- **Networking Strategies** that value building lasting relationships to yield powerful results for years to come.
- **Public Speaking Tips** to succeed, topics to talk on, and tactics to implement for tangible results.
- **Delegation Secrets** that are the defining difference between burnout and breakthrough in any business.
- **Leadership Skills** that can be learned, applied and benefited from no matter the size or type of business.

Heidi’s ideal audiences include small business owners, entrepreneurs and self-employed service professionals. She also specializes in working with the Real Estate Industry and Creative Design professionals.



**“RUNNING A BUSINESS DOES NOT HAVE TO BE COMPLICATED AND MAKING MONEY IS POSSIBLE IF YOU HAVE A STRONG FOUNDATION IN BUSINESS FUNDAMENTALS - WHAT I CALL MY 5 POWER STRATEGIES.”**

*Heidi lives in California with her husband, two children and two cats, but has been fortunate enough to have lived in the Mid-West, on the East Coast and even abroad for a time. These experiences fostered her love for travel as well as her ability to relate to a broad variety of people from different cultures and walks of life. She authored a must-read book that you won't want to put down and is passionate about helping entrepreneurs connect with their inner sales person. Her motto is, "If you can make friends, you can make money!" Heidi holds the distinction for being one of the few independent sales professionals still getting paid commissions from client connections made over 10 years ago. Why? Because she walks her talk and knows the Fortune truly is in the Follow Up.*

**PAST AUDIENCES INCLUDE:**

Stanford Small Business Entrepreneurs  
International Furnishings and Design Association Norcal (IFDA)  
American Society of Interior Designers (ASID)  
Mountain View Chamber of Commerce  
San Jose Chamber of Commerce  
Women's Council of Realtors (WCR)  
California Landscapers Contractors (CLCA)  
Women Entrepreneurs of the Bay Area (WEBA)  
Business Empowerment Networking Group (BENG)  
The Entrepreneur Team  
Women's Networking Alliance (WNA)  
Bay Area Peninsula Entrepreneur Networking Group (BAPENG)  
Leadership Mountain View  
Direct Selling Women's Alliance (DSWA)  
Palo Alto Networking Group (PANG)  
Downtown Women's Club of San Mateo  
Coldwell Banker of San Francisco  
Coldwell Banker of Los Altos  
Coldwell Banker of Palo Alto  
Princeton Capital Mortgage Lender  
Mortgage California  
Silpada Jewelry



**Spectacular Speaker... Motivating... Thought Leader... Inspiring...**

## 4 REASONS TO HIRE HEIDI:

### 1) IMPRESSIVE CREDENTIALS

In addition to being a #1 Best Selling Author, Heidi has more than three decades of knowledge, experience and expertise to help your audience find the answers they need for unparalleled results. In 1980, Heidi partnered with her father to run a profitable manufacturing company in New York City; she had a stellar sales career as a top producing Realtor with Coldwell Banker, and years of experience in between starting, running and growing small businesses. Heidi's impressive credentials are demonstrated as she effortlessly incorporates her powerful presentation skills and savvy speaking strategies perfected through delivering more than 200 keynote speeches, sales and leadership trainings and breakout sessions.

### 2) IMPROVED BUSINESS PERFORMANCE

Heidi's presentations are power-packed with proven sales strategies, "make-a-difference" marketing tactics, competitive edge tips and insightful information. This is critical information that 21st century independent sales professionals, small business owners and entrepreneurs need to know in order to succeed in any economy. Heidi's clients regularly experience double-digit increases in their close rates and overcome the paralyzing fear of selling, as they learn how to connect with all the clients they can handle. Your audience will leave feeling inspired and ready to improve their performance and bottom line.

### 3) CUSTOMIZED CLEAR COMMUNICATION

Heidi will customize her presentation to align with the theme of your event and ensure your desired message is communicated clearly, easily understood and delivered with maximum impact. Heidi's commitment to your success is evident from the first point of contact. She'll partner with you to create the content necessary to present an effective message for your audience that is specifically designed to reach your goals. Heidi's wide range of real world experiences and practical applications, gained over 31+ years as a savvy business owner, allow her to easily relate to beginners as well as teach a thing or two to seasoned pros.

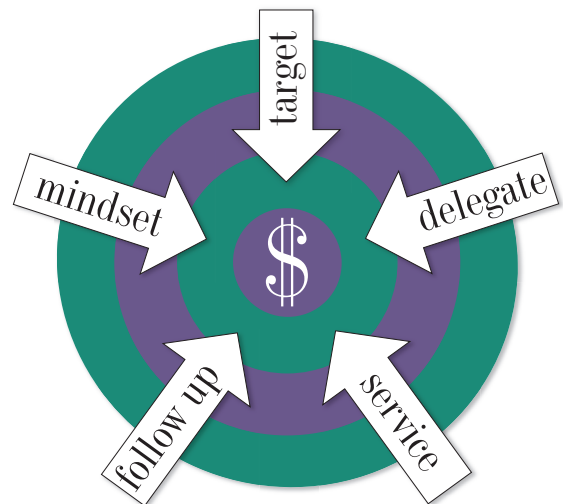
### 4) ENERGETIC, ENTERTAINING, STRAIGHT-FORWARD

Heidi embodies the kind of professionalism that is expected from top performers and is known to stand out with her clients for superior service. Her "tell-it-like-it-really-is" speaking style makes her an instant hit with audiences of all sizes. Heidi's disarming humor, coupled with an uncanny ability to "call a horse a horse" when uncovering surface excuses for why more sales aren't made, deals aren't closed and success isn't achieved, allow her to command an audience's attention, while earning their respect. When you hire Heidi, you'll see the impact on your teams' attitude and actions instantly!

## HEIDI'S PAST SPEAKING EVENTS INCLUDE:

- FORTUNE IS IN THE FOLLOW UP
- BLAST PAST YOUR COMPETITION
- POWER PUBLIC SPEAKING
- SEAL THE DEAL
- COMMUNICATION THAT WORKS
- THE POWER OF A NETWORKING STRATEGY
- SECRETS OF SUCCESSFUL DELEGATING
- LEADERSHIP: POWER SKILLS FOR INSPIRING RESULTS
- THE POWER OF DEFINING A TARGET MARKET
- STRATEGIC SALES TIPS FOR SUCCESS
- GET TO KNOW YOURSELF SO THAT YOU CAN GET ALONG BETTER WITH OTHERS
- HOW TO GROW YOUR BUSINESS IN A CRAPPY ECONOMY
- BUSINESS BASICS TO POWER UP YOUR BUSINESS

**"IF YOU CAN MAKE FRIENDS,  
YOU CAN MAKE MONEY!"**



For the opportunity to speak with Heidi about customizing a presentation to fit your needs, please contact:

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Note: hours are east coast time