



# How To Get The Only Look!

**- How To Market, Negotiate & Sell More Than Low Price**

Keynote  
Or Seminar

## George Hedley, CSP

### Building Entrepreneurial Excellence!

*George Hedley is the owner of a successful commercial construction and real estate development company.*

*Over 28 years ago, he founded and built his business from \$0 to \$50 million dollars in only 7 years!*

*As recognition, George received the nationally recognized award: 'Entrepreneur of the Year' by Ernst & Young and 'Venture' magazine.*

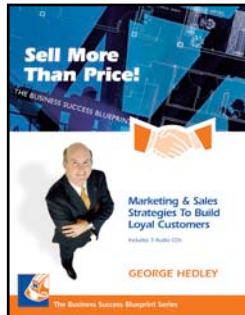
*Mr. Hedley's experience starting, growing & building his business into a systemized management run company enables him to show you how to get your business to work. As a 'Certified Professional Speaker' he will help your organization build people and leaders, create long-time loyal customers, focus on bottom-line priorities, install systems that always make a profit, continuously improve, grow equity, and build wealth.*

*George is the author of*

*'The Business Success Blueprint'*

*'Get Your Business To Work!'*

*'On-Purpose...On-Target!'*



### Create Loyal Customer Relationships

- Get A Return On Your Marketing Time, Energy & Money
- Build Trusted & Profitable Customer Relationships
- Find & Keep Long Time Repeat Loyal Customers
- Use A Customer Relationship Tracking System
- Spend Quality Time With Profitable Customers
- Stay In Touch & Show Customers You Care
- Get Lots Of Referrals

### How To Get Customers To Only Buy From You

- Help Customers Solve Their Problems & Make A Profit
- Add Value & Produce Results For Your Customer
- Offer More Than Low Price & Get Last Look
- Be A Partner In Your Customer's Growth
- Deliver What Your Customer Wants

### Set Yourself Apart From Your Competition

- Become The Recognized Industry Expert
- Create A Marketing Package & Mailing Program
- Provide More Services & Total Project Management
- Present Winning Proposals & Perfect Presentations
- Differentiate Your Company

### What They Say About This Program:

*"Your presentation was **informational** and **entertaining** - a perfect combination of **hard hitting** advice and **challenge** for excellence. You were **highly** rated! Thanks for the **great** presentation!"*  
- Marilyn Murphy, Pres. Sales & Marketing Assn.

*"We all agree you did an **outstanding** job. Your program was **entertaining** and **enlightening**, a tough job to do well. Especially when the audience is made up of highly successful, independent business owners."* - John Pippin, VP Marketing, Neyra Industries

**Get Last Look! - How To Market, Negotiate & Sell More Than Low Price.**

Stop bidding and start negotiating! Learn how to win more contracts by target marketing, attacking sales and offering more than low bid price. Build loyal repeat customer relationships and develop a cost effective marketing program that delivers profitable work year after year. Position your company as the value-added expert, be different than your competition, stay in touch with customers, get customers to call you, and generate lots of referrals. Learn how to find profitable customers, build a marketing package, develop mailing programs, and show customers you care about them. Get past the "low-bid" mentality, add more value and accept more responsibility in the construction process by providing more pre-construction services and total project management. Win profitable contracts by creating relationships with customers, architects, engineers, and contractors. Learn to write winning proposals, use pre-construction agreements, and make perfect presentations. Learn from this popular speaker who will share what really works for contractors, subcontractors & suppliers.



## BUSINESS BUILDING PROGRAMS

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