

2012-2013 Speaking and Training Topics

Désirée H. Young, MBA has been dubbed the “Marketing Maven” and featured for her small business advice in publications including *Home Business Magazine* and *Black Enterprise*. She’s a faculty member and mentor for the Goldman Sachs 10,000 Small Businesses Initiative in New Orleans. As a sought-after speaker, trainer, and presenter Désirée’s information is action-oriented, content-rich and entertaining.

Business Planning & Strategy:

The New Marketing Plan: How To Get Your Marketing to ‘Make’ Money and Your Plan to Make ‘Sense’ Désirée teaches business owners the key tools, resources and tactics to launch, improve or expand any marketing plan. Participants will gain a sure-fire plan to finally become proactive in marketing using the latest tools such as Google, websites, blogs and mobile marketing.

Building a Profitable Business: The 7 Secrets Every Entrepreneur Needs to Know to Own Their Business vs. Having Their Business Own Them Désirée teaches business owners how to set up a business that’s designed for success. She discusses key points such as the 5 systems every business needs to thrive and the 3 stages of entrepreneurship and how to use the stage you’re in to take your idea to the next level.

Marketing & Sales:

Act Like a Seller, Think Like a Buyer: 5 Ways to Read The Minds of Prospects and Turn Them Into Buyers Understand how and why people buy and position your company to be the goods or services of choice; Your Sales System

Developing a Sales Pitch: How to Transform Your Conversations from Closed Doors to Closed Deals In this most-requested seminar, Desiree discusses the types of pitches and the formula to talking about your business in a way that attracts buyers.

Your Fortune is in Your Follow-Up: How to Master Communications, Engagement and Closing More Sales In this seminar Desiree discusses how to finally follow up with interested prospects and close the loop on making the sale.

CRM for Small Business: How to Use Customer Relationship Management to Stop Leaving Money on the Table In this seminar Desiree discusses what CRM is and how small businesses can use it as a tool to build lasting relationships with interested prospects and turn them into satisfied buyers.

The Money is in Your Metrics: How to Identify & Track the Key Measurements in Your Business In this seminar Desiree discusses how to create metrics and leverage your results to track the key performance indicators of your business.

Selling in the New Economy: 5 Strategies to Make More Money, Attract Better Customers, and Get A Higher ROI for Your Business In this seminar Desiree discusses how small business owners can get their audience to buy more and more often.

Local Marketing Savvy: How to Go from Best Kept Secret to the Most Talked About in Town Here Desiree discusses local marketing and reviews how companies can get known in any city, state, or region.

Email Marketing: How to Use It to Build Awareness, Relationships and Sales Desiree teaches the latest techniques on how to use email marketing to gain the greatest impact and the best resources and tools available to make email marketing work for small businesses – online and offline.

When Your Networking is NOT Working In this interactive workshop, Desiree reviews the steps to building connections that lead to networks that work for you, your company and your goals along with the simple process that makes master networkers effective.

Finding the Intersection: Crossing Passion, Purpose and Profit In this seminar Desiree discusses the driving forces behind every successful venture and leader.

Surveying: How to Read Your Client's Mind and Create A Raving Fan In this seminar, Désirée teaches you how to get into the minds of your customers through the use of surveys and how to use that information to build a loyal customer base that refers you time and time again.

Other Topics Available Upon Request

Contact:

Désirée H. Young, MBA

Office: 504-298-9255 Cell: 504-669-1695

Email: desiree@venturewalk.com

Social Networks: <http://www.linkedin.com/in/desireehyoung>

Schedule an Appointment: <http://www.book.venturewalk.com>