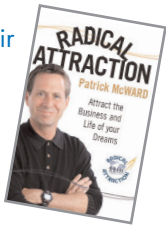




This program includes elements from *The Radical Attraction Process™* a new book from Patrick McWard that explains how small business owners, managers, and employees can embrace their uniqueness, attract the right customers, and achieve greater happiness in their business and personal lives.



**Nexstep Speaking on Success**

4064 N. Lincoln Ave.  
#307  
Chicago, IL. 60618

773-728-9309 (Tel)

773-728-9359 (Fax)

[Pat@patmcward.com](mailto:Pat@patmcward.com)

## **BE MAGNETIC! ATTRACT THE RIGHT CUSTOMERS**

### **Attract. Reasonate. Grow.**

*Be Yourself: But be your best self.*

*Attract: Know your customer—know yourself.*

*Flow: Create a culture of sales service excellence.*

For business owners, managers, and employees looking to continually evolve into a world class customer service culture of excellence, no matter your size.

### **A fresh message of cutting edge wisdom.**

It is finally time to look at the entire flow of your sales service process. Treating and empowering employees is foundational in how they will treat your customers. This program will show you the “how” in creating a culture in which everyone is fully expressed in their own unique talents, customers are thrilled, profits are flowing and everyone is jazzed about work.

Audiences will discover how to:

- Build a culture of customer service excellence
- Teach everyone to “Be Yourself, But Be Your Best Self”
- Know when to fold, but not quit
- Communicate and negotiate with confidence and impact
- Handle touchy and difficult situations and personalities
- Create a customer flow organization where everyone is jazzed
- Institute the power of focus and flow with right actions
- Be authentic in communication that builds trust and confidence
- Treat customers the way they want to be treated
- And more.....

**Meeting planners:** Get exactly the presentation you need for a keynote address, seminar session, or two-day workshop. Choose one of Patrick’s proven keynotes or allow Patrick to customize a program from a selection of business topics that address business growth, sales, communication, time management, and work-life balance.

### **About Patrick McWard**

With a natural, engaging, and interactive style, Patrick blends his 25 years of entrepreneurial success with an understanding of transformation processes to deliver a powerful message of business and personal growth. A professional speaker since 1996, Patrick has spoken to more than 1,200 audiences – and received acclaim for his ability to inspire change with a personal, positive, and practical message.