

Jim Cathcart

Speaker and Author

Expert on Leadership, Sales, Customer Service and Excellence

Jim Cathcart, CSP, CPAE is founder and president of Cathcart Institute, Inc. and one of the most widely recognized professional speakers in the world. As the author of 13 books and scores of recorded programs, his students number in the hundreds of thousands.

Jim's trendsetting book Relationship Selling revolutionized the way we look at sales. His newest book, The Eight Competencies of Relationship Selling, brings these skills into the 21st Century. The Acorn Principle, first published in 1998, was the number two national bestselling e-book in the year 2000.

Since 1977, Jim has worked as a corporate executive, training director, entrepreneur, psychological researcher, meeting planner and association executive. He has managed people, products and payrolls for over 25 years. He has also researched and field tested his methods through three decades of speaking and training before 2,000 audiences in virtually every discipline.

Among professional speakers worldwide Jim Cathcart is an industry leader. He is a past president of the National Speakers Association (NSA), winner of the Cavett Award, member of the Speaker Hall of Fame (CPAE), Certified Speaking Professional (CSP), a member of the exclusive Speakers Roundtable, 20 of the world's top speakers, and, in the year 2001, recipient of the Golden Gavel Award from Toastmasters International.



"You were incredible. Your program held the attendees on the edge of their seat. It wasn't just entertaining, it was useful and can be applied immediately."

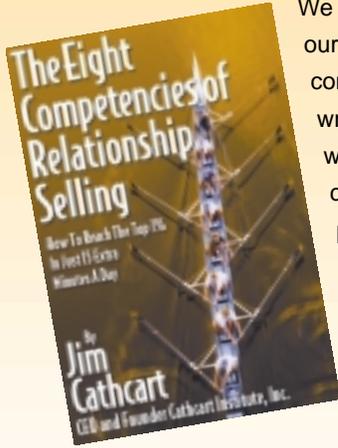
Lincoln Investment Planning, Inc.



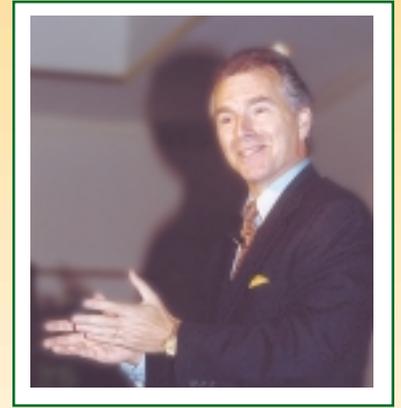
Speech/Seminar Topics

Relationship Selling™

The Eight Competencies of Sales Excellence



We need to rethink how we connect with our customers and suppliers, before our competition does. When Jim Cathcart wrote the book Relationship Selling it was considered revolutionary. Today it is considered standard practice. This presentation shows you what to listen for, how to be natural in your selling style, and how to connect with the underlying elements of buying psychology that most people never heard of.



Self-Leadership:

Rethinking Ourselves For A New Era

If you can't lead yourself, please don't lead others. The most popular methods of leadership, management, sales and service delivery are already dangerously out of date. New technologies require new ways of thinking. Every day another standard practice becomes obsolete. To continue to grow and thrive we must learn to constantly Rethink: our markets, our systems, our relationships, our strategies and ourselves. This presentation combines stories, visuals, research and audience interaction to dramatically impact the way we think.

"You really did blow me away. You were the rage of our conference. Not only was your style and warmth fantastic, but the quality of the knowledge and material you presented was absolutely incredible!"

*Ken Blanchard, author,
The One Minute Manager*

On-Line Conferences

Jim brings superior sales training right to your sales staff's desktops -- using the cutting edge of technology, online training or desktop videoconferencing. With this unique program, Jim Cathcart will challenge and inspire your sales staff and teach proven methods for successfully sustaining sales leadership and retaining your customers. Call us for more information.

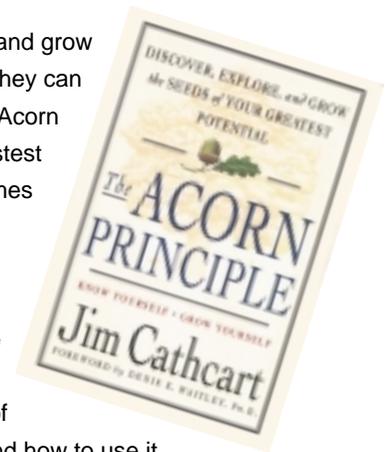
"...you were right on target in your message to our people... obviously did your homework... found the right message to really reach our people and leave a meaningful message and impression. My compliments on a job exceptionally well done!"

Purina Mills, Inc.

Helping People Grow

The Acorn Principle™

Jim shows people how to find and grow their natural strengths so that they can always be self-motivated. The Acorn Principle is: "Your greatest, fastest and easiest growth always comes from your natural abilities, so Nurture Your Nature." Every person can be very good at certain things, but most people don't know what those things are. A fascinating exploration of what makes us who we are, and how to use it.



Lifetime Customer Loyalty

The Grandma Factor™

When you don't find much meaning in what you do, you don't bring much value to what you do. Everyone knows how to provide good service, our challenge is getting them to want to. The real magic in customer service comes from discretionary efforts, when people go beyond their job description. This presentation focuses on the ways systems, strategies, and relationships impact service. Jim teaches "The Grandma Factor" for building your clientele through UpServing.