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—AN INSTITUTE FOR PROFESSIONAL DEVELOPMENT—

Setting and Meeting Client Expectations

Dale Harmon
Plants Alive, Inc.

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Session Objectives

- Learn How to Re-Tool your Business
- Discuss how to talk honestly about budget
- Use Real Life examples to help create a new definition of Success.

Re-tooling your business

- In order that your business continue to profitably operate during any economic challenge you must be in charge of your clients expectations.
  - As you re-tool your sales, design and operations departments and adjust to the reality of your marketplace

Talking Budget

- Honest dialogue allows you to establish the winning combination of reality, value, and perception with the budget.

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Real Life Examples

- Suggestions and ideas will be paired with real life examples to help you create a new definition of success
  - Success Story Example #1
  - Success Story Example #2
  - Success Story Example #3

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Audience Participation

- Questions and Real Life Case Studies from Audience

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