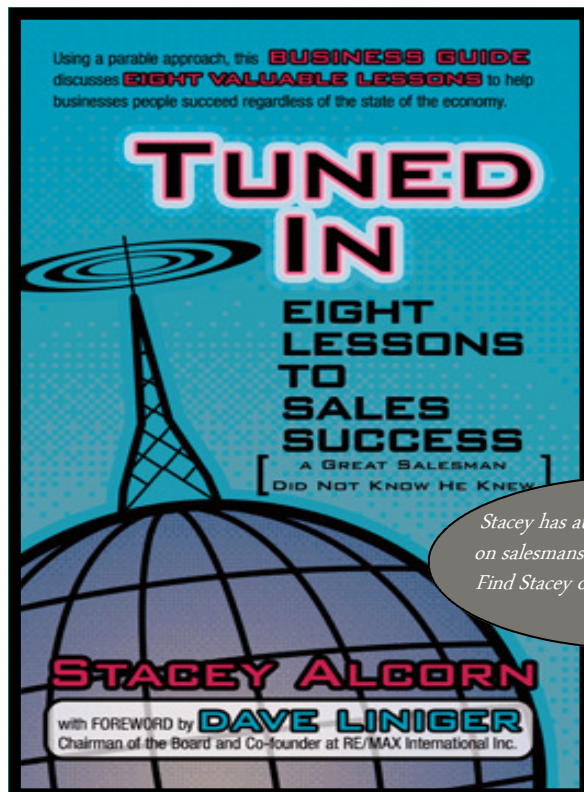


# Speakers Kit

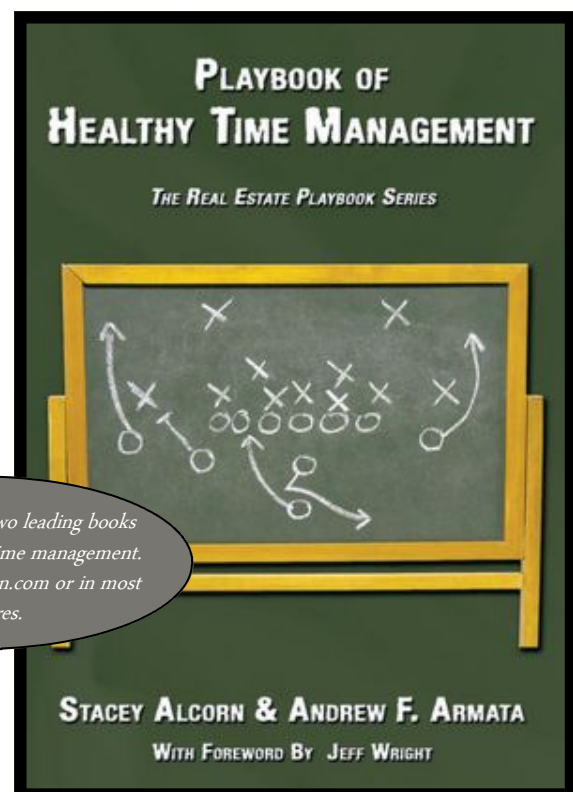
*When you can inspire your people to change the way they think and perceive their business, their life, and their world, that's when your organization or business can categorically grow. Every business, sales organization, or team is only as good as its weakest member and that is why Stacey's keynote addresses are sought out by leading organizations around the world. Stacey shares the techniques, habits, and state of mind that she herself used to build one of the largest real estate organizations in New England in the most challenging market of her lifetime. She does not speak based on theories but rather experience.*

*Stacey shares her insight on what it takes to achieve the unthinkable while weaving in stories of her personal tribulations as she achieved her law degree at night while running multiple organizations and how she became a top sales recruiter in the country. Nothing has motivated Stacey more than someone telling her that her goals are impossible. A mom, a marathoner, a highly acclaimed blogger, social network maven, and entrepreneur, Stacey comes across as the girl next door who quietly goes about systematically building empires in multiple businesses all while developing lifelong friendships and mentorships along the way. She builds her businesses like a tribe where every member feels unique, appreciated, and equipped to accomplish their greatest dreams and ambitions while moving the tribe forward toward its vision.*

*Men, women, young and old, look at Stacey Alcorn and they see themselves. They walk away from her keynote addresses and training programs inspired to be better walking out than they were walking in and they know they have the power to do it because Stacey did. She challenges her audiences to reach down inside themselves to banish excuses, change habits, and find the courage to build the life they deserve while using the same concepts to move the organization toward its vision. If you believe that your people, your tribe, is capable of change and greatness, then Stacey Alcorn is the one that can share that message. With Stacey Alcorn, your business is about to change.*



*Stacey has authored two leading books on salesmanship and time management. Find Stacey on Amazon.com or in most bookstores.*



# Past Keynotes

- The Power of You - Tapping into your Unlimited Potential to a Grow a Successful Business and Life
- Be a Recruiting Rock Star - A Systemized Plan for Recruiting Talent
- The Art of War - Leveraging Competition to Grow an Amazing Business
- Stop Selling, Start Inspiring - How to Build a Business Through Inspiration
- Crafting a Top Notch Business Plan (For a Sales Group)
- The Power of High Quality Listing Presentations (For a Real Estate Group)
- Understanding the Competition - Overcoming Objections
- BBB - Bring Back the Buyers - High Quality Buyer Presentations
- Scripts and Dialogues for Top Agents (For a Real Estate Group)
- Top Team Tactics - How to Build a Real Estate Team (For a Real Estate Group)
- Win the Year Success Formula - 21 Steps to a Successful Business
- 25 Websites That Will Change Your Business
- Why Blog for Business
- Selling on Value Not Price
- Exceptional Success in Challenging Times
- LinkedIn For Recruiting Success
- Using NO to Build an Empire



## Just Ask!

Ask. You may have a special need or a special problem you want resolved and you may not know if Stacey is the right speaker to address that situation. All you have to do is give her office a call and ask. Our office can be reached at 877-435-5232. We will give you clear and quick answer. Stacey's speaking calendar always fills, so if she's not the right person to work with you and your organization, we'll tell you so - and often refer you to someone else who is excellent.

## Stacey Alcorn

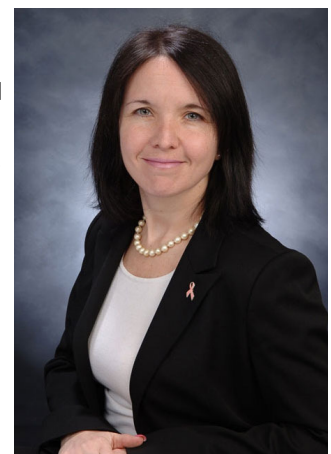
### Speaker - Author - Leadership Development Expert

Stacey is the author of *Tuned In: Eight Lessons to Sales Success a Great Salesman Did Not Know He Knew* and co-author of *The Playbook to Healthy Time Management*. She has published over 150 articles on leadership on multiple personal achievement blogs including [www.P3Coaching.com](http://www.P3Coaching.com) and

[www.StaceyAlcorn.com](http://www.StaceyAlcorn.com). As well, her articles have been featured in national publications including Inman Next.

Stacey has developed her expertise by interviewing some of the leading best selling authors, business people, and entrepreneurs to impart wisdom from those in every area success development. Her interviews have included Darren Hardy, Michael Maher, Bob Beaudine, Stefan Swanepoel, Marc Wayshak, and 127 Hours Survivor,

Aron Ralston, to name a few. Her own personal expertise in building businesses coupled with her interviews with the most notable leaders in the success industry have made Stacey a sought after speaker, trainer, and columnist in leadership development.



# FAQ

**Q: What size of a group do you work with?**

A: Any size. Stacey's programs are equally effective in small senior executive groups and large audiences of several hundred or more. Stacey has worked with groups as small as ten and as large as one thousand.

**Q: What level of people do you work with?**

A: All levels from the frontline to senior executives. Stacey has spoken to groups of CEO's, and has spoken to groups of sales professionals, entry-level employees, and everyone in between. And often, the same group will have a mixture of people from several levels. That's not a problem because Stacey's programs are designed with your exact audience in mind. The program is built after talking to you and focusing on the kinds of people that will be in the audience.

**Q: How long is your "typical" program?**

A: Most of Stacey's presentations fall into four categories: **keynote addresses, half-day seminars, full-day seminars, and multiple day programs.** She also offers more in-depth professional development programs, which are typically several in person and webinar programs over an annual basis.

A keynote may be anywhere from 30 to 90 minutes in length. A half-day program would last up to 3 ½ hours, and a full-day program would give up to 7 hours of contact time. The multiple day programs have ranged from 1.5 days to 3 days in length. If you want to do more than one presentation on the same day, that's fine. Perhaps you would like Stacey to give a keynote address and then offer one or more breakout sessions. Or maybe you'd like the team to address several groups throughout the day. That's fine. You're the customer, and we'll find a way to make it work for you.

**Q: Is Stacey more of a "special event" speaking group? Or does she offer ongoing, long-term professional development programs as well?**

A: She does both. About half the time, an organization brings Stacey's team in to deliver a program for a select group of people or an association hires her to speak at a meeting they're having.

The other half of the time our team is hired to conduct long-term professional development programs. One organization may want us to deliver the same program to lots of different groups throughout the company. Obviously, that's a good idea. The more people that get the message, the more results you'll see.

**Q: Will you customize your program for our organization?**

A: Of course. Even though Stacey has delivered hundreds of programs, she rarely gives the same program twice. She is always open to customizing her programs based on the needs of her clients. You won't get the one-size-fits-all type of program from Stacey. There is no cookie cutter. You're no cookie!

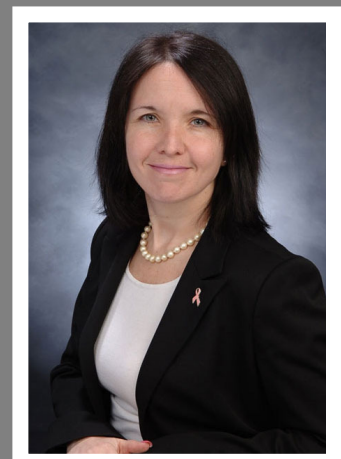
**Q: What if we don't like your program titles?**

A: Then we'll change them. We are quite willing to find a title or create a title that makes sense to you and your organization. It all goes back to Stacey's commitment to customizing content.

**Q: How would you characterize our "style" of speaking?**

A: High energy, high content, and high involvement. We always want our audiences to *feel, know, and do* something differently when they leave our program.

Stacey is more than a "motivational speaker." She knows that people need more than motivation. They also need some specific skills that they can take back to their jobs and their lives and they need some skills they can use immediately. So she gives tons of content in her programs.



**Stacey Alcorn**

**Speaker - Author - Leadership Development Expert**

# Booking

## Q: How much do you charge?

A: That will depend on the length of the program, the time of day of the program, and the level of customization of the program. Travel expenses are extra. (Please note that programs scheduled late in the day, preventing our speaker's departure that evening to the next destination, will be billed at a full-day's fee.) There is a substantial discount for local engagements within New England. Oh yes, two other things Stacey is often asked. If you need an all-inclusive fee, she can give you that. And if you want to book several programs, she can give you a more favorable rate. Just ask.

## Q: What if we can't afford your fees?

A: There are at least three things we can do about that. One of them may work for you.

1. You may want to share the event with another part of your organization.
2. You may want to share the cost with another organization in your community.
3. You may want to use more of Stacey's time, instead of hiring several speakers.

Call Stacey's office at 877-435-5232 and we can discuss details and specifics of each of these strategies. We'd like to be able to work with you regardless of your "initial" budget and we can usually come up with a creative solution to fund your event.

## Q: What else could we do to lower the cost?

A: A lot. And we've found that one of these options almost always works for our clients.

*First, you could find a sponsor.* A lot of companies love to sponsor Stacey's programs and give them as a "gift" to their customers. In return, they get their name all over Stacey's handouts and training materials, and they form a stronger relationship with your organization. If you'd like to pursue this option, just ask.

*Second, you could make a contribution.* Each year all the proceeds from two of our programs are donated to two charities - the **The Epilepsy Foundation** and **Habitat for Humanity**. The client simply sends the check - which is 75% of our normal fee - to the charity. Outside of travel expenses, our office doesn't get a dime. If you're interested in this option, let us know and we'll see if there is a "contribution" spot available.

*Third, Stacey would be glad to recommend a less-experienced speaker.* And quite honestly, there are some good, less-experienced speakers who charge less money. But you won't find a speaker with the experience and track record of Stacey, in her fee range. Stacey's guarantee is that she is cheaper than anyone who's better - and she is better than anyone who's cheaper!

## Q: Where do we go from here?

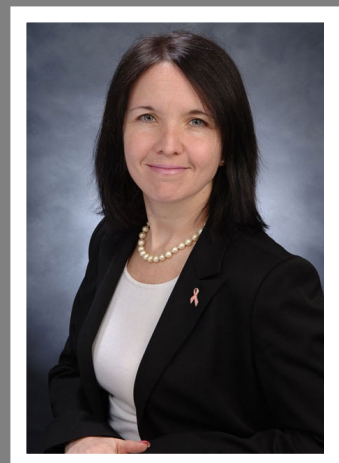
A: We make a decision. Do you think this would be a good fit? Does the experience and expertise of Stacey Alcorn fit with your needs and your audience?

If it seems to make sense, we should talk. Just call Stacey's office at 877-435-5232 or drop an email to [info@p3coaching.com](mailto:info@p3coaching.com) and someone from her staff will get back to you immediately.



**Stacey Alcorn**

**Speaker - Author - Leadership Development Expert**



# Happy Clients

- RE/MAX International
- RE/MAX of New England
- RE/MAX of Indiana
- RE/MAX Allegiance
- Northeast Association of Realtors
- TD Bank Canada (multi-province tour)
- Women's Council of Realtors - Greater Boston
- Steve Freidman Recruiting
- Integra
- Prospect Mortgage

"Very well done with great ideas to help us expand our thinking!"

- Lisa Miller, Owner

North Carolina

"Outstanding Program!!! Great Information - a REAL program that anyone can implement."

- David Bischof, Owner

Kentucky

"Several great NEW "out of the box" recruiting ideas - Awesome!"

- Carla Schieldknecht, Owner

Ohio

"Amount of information given was incredible - A+++++++ - Outstanding Job" - Ron Buonocore, Owner

New Jersey

"Outstanding Program - Realistic and useful information/knowledge...RE/MAX Ready and Relevant"

- Connie Corr, Owner

New Jersey

"FANTASTIC - Best program I have ever seen!!!"

- Harrell Tague, Owner

Kentucky

"GREAT PROGRAM - You put a whole systematic recruiting program together - The approach to recruiting we all need!"

- Jim Fitzgerald, Broker Owner

Massachusetts

"Very Good - Well organized, very informative, information I can use right away!!!"

- Craig Milton, Owner

Connecticut

"Excellent ideas to setup systems"

- Malcolm Gilchrist, Owner

New Jersey



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