Extremely amazing speaker, she gets it! I really, really enjoyed this session and can definitely use this in future endeavors.

Dr. Maribeth Kuzmeski

Dr. Maribeth Kuzmeski is a Clinical Assistant Professor for the School of Marketing and International Business in the Spears School of Business at Oklahoma State University. Maribeth is a sought after female speaker, and rated a Top 25 C-Suite Speaker by Meetings & Conventions Magazine. She trains organizations on marketing, sales, and persuasive communications strategies. Her list of past audiences she has trained and consulted with include Fortune 500 companies, entrepreneurial-minded corporations, financial services firms, women’s organizations, and industry associations. Maribeth brings an evidence-based approach to her audiences enabling them to learn from what has been researched, is working elsewhere, and can be applied to their own businesses and lives. She also is the President of the business development firm, Red Zone Marketing.

She has a bachelor’s degree from the Newhouse School of Public Communications at Syracuse University, an MBA from The George Washington University, and a Ph.D. in Business Administration from Oklahoma State University.

Topics Include:

- Compelling Public Speaking
- Customer Service
- Marketing Magnetism
- Sales Magnetism

FOR ON-SITE PROGRAMS, WEBINARS, OR ONLINE LEARNING, PLEASE CONTACT THE CENTER FOR EXECUTIVE AND PROFESSIONAL DEVELOPMENT AT 405-744-5208.

PRESENTED BY:

Oklahoma State University
Spears School of Business
294 Business Building
Oklahoma State University
Stillwater OK 74078-4011
405-744-5208
BUSINESS.OKSTATE.EDU/CEPD

 Oklahoma State University, as an equal opportunity employer, complies with all applicable federal and state laws regarding non-discrimination and affirmative action. Oklahoma State University is committed to a policy of equal opportunity for all individuals and does not discriminate based on race, religion, age, sex, color, national origin, marital status, sexual orientation, gender identity/expression, disability, or veteran status with regard to employment, educational programs and activities, and/or admissions. For more information, visit https://eoe.okstate.edu. This publication, which was issued by Oklahoma State University as authorized by the dean of the Spears School of Business, was printed by University Printing in Norman, OK at a cost of $46 for 200 copies / 0519.
"I have had several customer service trainings. This has been the best and has exceeded my expectations."

**CONFERENCE/PROGRAM SPEAKER**
Municipal Clerks & Treasurers Institute & Academy
Emerging Energy Leaders
Certificate of Effective Management & Leadership

**MEDIA CONTRIBUTIONS**
NBC
FOX
USA Today
The New York Times
Wall Street Journal
Forbes

**PODCAST**
The Female Insight Zone

**CHARITABLE FOUNDATION**
The Red Zone Leadership Foundation

**BOOK AUTHORSHIP**
The Connectors
The Engaging Child
...And the Clients Went Wild!
85 Million Dollar Tips for Financial Advisors
Red Zone Marketing
How to Score from the Red Zone

---

**Compelling Public Speaking for Leaders: Presentation Skills Training**
Discover the secrets to designing, describing, and delivering a presentation that is heard, accepted, and acted upon.
- Learn how to improve your presentations for conferences, board meetings, team meetings, and briefings
- Learn how to engage an audience through the delivery of a confident presentation that clearly and concisely presents your case
- Structure a presentation using a formula that keeps the message concise, purposeful and compelling from the opening to close
- Learn the keys to powerful presentation delivery including tone, body language, and movement

**Delivering Exceptional Customer Service**
This session will share the principles of exceptional customer service in order to build a customer-focused culture, embed a service mindset, and deliver exceptional service.
- Gain strategies for effectively engaging customers
- Learn to effectively address service problems with care and empathy and implement service fail-safes
- Increase customer satisfaction and retention

**Marketing Magnetism! Clarify your Unique Brand Value and Drive New Business Growth**
This interactive session will share strategies that are mostly inexpensive, can be implemented immediately, and are generating new business now!
- Learn through case studies and memorable examples on how to prove your value, justify prices, and win new business
- Learn the keys to producing memorable ways of selling your business to your customers/clients and differentiating yourself from the competition
- Work through a comprehensive workbook to develop and organize your marketing and sales messaging
- Gain strategies for utilizing more powerful, value-focused messaging for web, social, videos, email campaigns, client referrals, events and more

**Sales Magnetism! Lead Customers to a Decision Through Proving your Undeniable Value**
Sales Magnetism is a process to attract and lead customers to a decision that is right for them, not to sell in a traditional manner.
- Learn how to design your sales process around the positioning of your product/service benefits
- Uncover, present and prove your unique value-causing prospects for convincing potential customers to buy your product or service
- Move away from sales closing strategies and other traditional sales methods to create a more authentic sale and buying process