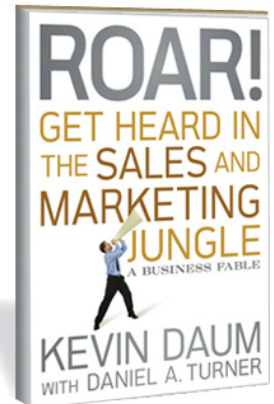


ROAR! Take-aways

Companies can't get their teams to communicate the same message, let alone the *right* message. What they think is a compelling and differentiating value proposition *probably isn't*.

Kevin delivers a simple method for creating messaging that speaks to different buyers. He teaches audiences how to identify those buyer types and create compelling messages that resonate with each buyer.



How can you attract consumers predisposed to purchase your product at a premium price?

And in this noisy marketplace, how can you be sure you're even getting heard at all?

Using a 3,500 year-old secret, the inspiration of his Amazon #1 bestseller, *ROAR! Get Heard in the Sales and Marketing Jungle*, Kevin Daum addresses the sales and marketing hurdles that stand between mediocrity and ROARing success, empathy. He shows how to create a compelling value proposition, and helps the audience identify and speak empathetically to each buyer. Along the way, Kevin shares his personal story of business implosion in the recent recession and his rapid reinvention using ROAR! techniques.

Kevin's ROAR! technique helps you:

- Simplify your message and make it compelling to the people you want to attract
- Communicate what truly differentiates you from your competitors
- Identify and sell to different types of buyers

