



ds | D E E S I M I C H

*Dee Simich* has the extraordinary capacity to inspire audiences to move into heart centred communication.

International guest speaker,  
trainer and mentor.

MEDIA KIT

# ABOUT Dee



Dee Simich is a leading trainer, coach and mentor in the art of heart-centred sales and communication and has been a regular guest speaker at meetings, events and conferences over the last 15 years in 3 different countries.



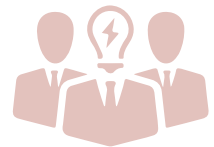
**GREAT LEADSHIP  
STARTS WITH SELF  
LEADERSHIP**



**10 KEYS TO  
A SALES  
CONVERSATION**



**UPLIFTING  
CUSTOMER  
SERVICE**



**THE ART OF  
CREATING  
VALUE**

She has trained and mentored thousands of people in the retail, B2B and corporate sectors, demonstrating the power of authenticity in business. Today she continues to help business owners and staff increase revenue by teaching her own non-conventional training methods that seek to offer the new currency of connection, service and creating an experience for the client.

Her early business and employment experiences taught her the importance of communication and building sustainable relationships with clients. She has travelled and worked extensively overseas which allows her to relate to different cultures and business practices. She brings this knowledge, as well as her own personal development experiences, into her trainings in order to inspire transformation in others, her passion leaving you in no doubt she is following her true calling.

Dee presents on personal leadership, sales and customer service integrated with a human potential theme that provides behavioural shifts and tangible takeaways. She is known for her unique ability to connect intimately with her audiences and inspire them with warmth and humour.

To determine the best topic for your organisation, to request a one sheet, or to simply book Dee, Call: 0425 740 415 or Email: [dee@deesimich.com.au](mailto:dee@deesimich.com.au)

# Great Leadership starts with Self-Leadership

The most important ingredient of becoming an exceptional leader is the ability to lead oneself. This is the skill of being able to make the right calls in your own life, not just for those who you lead. It is also one of the most challenging leadership characteristics to grow. Why? Because it's nearly 100% internal.

We have 70,000 thoughts going through our minds each day. These thoughts are based on the values and beliefs we've grown up with and they create our own personalised software program in our minds. This presentation will reveal whether these thoughts are supporting or sabotaging your growth and offer solutions that help you to re-program the software and have your brain working for you, not against you.

## Key Learning Points:

- » Uncover your core values so that all your decisions are congruent with who you are.
- » Learn which words you use in everyday language which are disempowering and the empowering words you can replace them with.
- » Discover the different emotional states that we operate from, and be more conscious of the ability to operate from a powerful state rather than one that is forced.
- » Four tactics that will help you master the first hour of the day and ensure you improve the rest of your day.



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## TESTIMONIAL

"Dee delivered the presentation with a warmth and humour that engaged and connected with the audience.

Her experience in training and mentoring people to understand and gain confidence in sales, is given generously and sincerely.

The knowledge and passion for what she does is evident; and most importantly the techniques are useful and can be applied immediately in [their] businesses."

Natalie Budd-Doyle – Director of Training, Business Foundations



# The Art of creating value

Are you looking to build trust and influence potential clients? Would you like to learn how to network more effectively? This presentation will teach you how to gain an edge over your competitors.

When you present in a strong, confident and positive manner, it enables your listeners to buy into you, and that's exactly what they buy first – YOU!

This is why being prepared is critical, not just in terms of your content, but how you present yourself and understand your buyer.

## Key Learning Points:

- » Uncover simple strategies to step into your value and charge what you are worth.
- » Learn the five techniques that can help you create a confident mindset.
- » Discover what motivates your clients, what causes them stress and how to help them solve their problems.
- » Learn how to use this knowledge to better serve prospects, buyers and clients so they get more value and transformation.



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## TESTIMONIAL

District32 has been fortunate to have Dee Simich present at our local events and at our training events in the areas of Business

Development/Sales. The feedback from our members has been outstanding as Dee has provided them with key guidance in the process

of sales while also inspiring them to take action. Dee has also mentored a number of the District32 members and feedback has been extremely positive.

Dean Keating, Sales Director District 32

# Uplifting Customer Service

In today's global economy, customer expectations in almost every industry is rising. What was once considered promising value, now sees clients expecting or demanding those promises, perks or bonuses.

While many agree that providing superior service is essential to stay competitive, many business owners regard it as "fuzzy stuff" and they don't know how to measure or make it happen.

This workshop is entertaining, interactive and shows concrete steps to flying over customers' rising expectations and immediately improving the quality of service delivered to all levels of the company.

## Key Learning Points:

- » The secret to seeing the world from the customer's point of view.
- » The six proven steps to going from "basic" to "unbelievable" service.
- » Transforming complaints to opportunities, and creating positive word of mouth and raving fans.
- » Bouncing your way back through service recovery.



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## TESTIMONIAL

Dee provided us with a great program for Customer Service Sales Training to a group of small business owners requiring real

insight into the sales process, broken down into realistic components. Personable, professional and approachable, her delivery was spot on for our target group.

Gino Premici, General Manager Home Base

# 10 Keys to a Sales Conversation

It doesn't matter what industry you are in; this is the one thing all successful people know how to do well. They know how to sell. Many people still believe that selling implies you are being pushy or manipulating, still holding onto the old stereotype of the used-car salesman.

Sales skills are really more about learning to communicate effectively to discover whether you are a fit to work together, rather than just closing a sale.

It's about understanding the buyer and the experience they want to have as they consider making a purchase in your market. Your buyer has a set of expectations about that experience and your job is to exceed those expectations. You cannot exceed them if you don't understand the experience the buyer wants.

## Key Learning Points:

- » Discover the order of the 10 key steps to every sales conversation.
- » How to move from "selling a box" to "selling the result" and how it can improve your profits.
- » Four tactics that will shorten your sales conversation by as much as 90%.
- » Using Storytelling, one of the most powerful techniques on Earth, to influence your prospects without having to "sell" to them.

Dee tailors all of her keynotes and workshops to the client and conference outcomes.



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## TESTIMONIAL

Dee is a joy to work with, her enthusiasm and natural ability to communicate enables her to connect.

Her sales training experience is invaluable, combine that with her personality and you have someone that is able to make a difference to your Business.

Julie Renyard, Managing Director EatPlayLive



## Where Dee's Published



## Where Dee's Presented



DEE SIMICH

Phone: 0425 740 415

Email: [dee@deesimich.com.au](mailto:dee@deesimich.com.au)

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