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# Copy/Paste What You Need From This Doc For Your Marketing & Registration of Mandi's Speech/Session

Speaker info for your marketing and registration

## Mandi Graziano

Speaker Title: Best Selling Author, Award Winning Hospitality Expert, Acclaimed Sales Coach

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## Speech titles/descriptions/key learnings (for your website or registration)

### Title

Build Your Best Business Bedside Manner®

### Description

Who do you want to be in the marketplace? How do you want to show up? How are you currently showing up? Establishing your very own Business Bedside Manner® will help you save time, be a more impactful business person, speed up the sales process, and help you build deeper business relationships that are sustainable everywhere you go.

### Key Learnings

Define Business Bedside Manner®

Learn 4 key components of Business Bedside Manner®

Develop your own Business Bedside Manner®

### AV Needs

screen projector

Mandi will click through the slides

clicker

lavalier mic

podium/mic. (if no podium/mic-then intelligence monitor for script)

## Title

### How to be Memorable in the Marketplace by Prioritizing Personalization

## Description

It is more difficult than ever before to stand out in the clutter of emails, phone calls, social media platforms, and endless choices. This session reveals unique strategies to be undeniably memorable and stay on the radars of your most important targets. You'll walk away with practical tips using email, live interaction, and social media tactics illuminating your most authentic and memorable voice.

## Key Learnings

- Questions to ask that build deeper relationships
- Strategies to stay on people's radar longer
- Unique ways to build better social capital

## AV Needs

- screen projector
- Mandi will click through the slides
- clicker
- lavalier mic
- podium/mic. (if no podium/mic-then intelligence monitor for script)
- Small table for props on stage

## Title

Sales Is Not A Dirty Word: Getting Non-Sellers Comfortable with Selling

## Description

As a business owner, leader, co-worker, and human in this world, we all need sales. Sales is NOT a Dirty word. The sooner we get comfortable with sales, the quicker we get better at sales. We all need sales in every part of our lives so we might as well be good at it. This session will help disarm the stigma of sales, create strategies that help you infuse sales in a non cringy way into your work world and deliver top tactics that make your power of persuasion better than ever.

## Key Learnings

Explore why YOU think Sales is a dirty word and disarm that

Learn Sales Strategies that stick and are not cringy

Leadership tactics that grow your team and your business

## AV Needs

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## Title

### Networking in the New World–In Front & Behind the Screen

## Description

Networking comes in many shapes and sizes these days. It's not enough to attend happy hours with bad wine and stale french fries. It's important to have a networking strategy for real life and behind the screen. Networking in the new world includes Circle Crashing, Digital Flash Mobs, SWEATworking and making way for new ideas and education.

## Key Learnings

How to circle crash

How to create your own Digital Flash Mob & perfect behind the screen networking

Develop a networking greeting plan

The science behind & the power of SWEATworking

## AV Needs

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## Title

### FUN with Follow-Up

## Description

If 80% of the sales made require 5 follow-ups or more, how are you making those 5 follow-ups impactful, creative, and actually getting people to respond? This session delivers compelling follow-up tactics that get even the most elusive customer to respond. You'll walk away with ideas for FUN follow up that keeps you on customers' radars for life.

## Key Learnings

Important follow-up stats and stories that support the value of varied follow-up

Unique tactics for email, text message and LinkedIn that get people to respond to you

How to stop being boring in business communication & compel customers to communicate with you

## AV Needs

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## Title

Time is Your Greatest Asset, Hacks To Stop Being *That* Overwhelmed Salesperson

## Description

You don't have to be *that* overwhelmed salesperson. You have more time than you realize. How you spend your time, invest your time and who you spend your time with and on is critical. This session delivers top tactics that help you better manage your email, guide clients to faster decisions, rule your mornings, and evaluate your client base.

## Key Learnings

How to better manage your mornings

Key email management strategies

Value of taking breaks, setting a meeting agenda and firing clients

## AV Needs

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lavalier mic

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## Title

### Stop Being So Invisible-How To Digitally Dominate

## Description

People don't buy from the company; they buy from the person. Establishing yourself as a person first, online is critical. From learning how to engage on LinkedIn to creating your digital flashmob, this session reveals tactics that quickly grow your social capital online through email, social platforms, and emerging media.

## Key Learnings

Don't just post-engage

How to show up more effectively on all the platforms

How to build better visibility online-faster

## AV Needs

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