



**We help forward-thinking corporations maximize revenue, impact, and effectiveness.**

## Yanyn "Yany" San Luis is...

- ◊ An innovative, 1st-generation Latinx bilingual speaker, entrepreneur, and negotiation expert who has grown over 1,000 small businesses in South Florida
- ◊ Helping Fortune 500 companies and non-profits increase their bottom line by millions and coached their sales/ development teams to level-up their daily performance
- ◊ Teaching her fail-proof negotiation method as Professor of Marketing at Florida International University to hundreds of undergraduate and graduate students

## SIGNATURE TALKS

- ◊ Negotiate Like a Boss: Know Your Worth & Create Win-Win Scenarios
- ◊ Propelling Teams to Victory: Navigating Burnout & Strengthening Team Dynamics
- ◊ Managing Up When Leadership is Stuck in the Weeds

## BRANDS THAT TRUST US





# CORPORATE SEMINAR OFFERINGS

## Leveling Up Your CEO Status

Do you ever feel like you are delivering way more than your clients are paying for? Do you need guidance on how to set boundaries with your clients and strengthen your pipeline? If so, this is the seminar for you. In this course, you will learn how to establish boundaries and mitigate scope creep when items requested by clients are outside the scope of what you were onboarded for.

*You will walk away with:*

- ◇ Techniques and verbiage to use in your client interaction on how to set firm boundaries
- ◇ How to best position you and your team's capabilities to expand client relationships
- ◇ Understanding of the ways to prevent your own team's burnout and client resentment

## Optimize Your LinkedIn and WIN!

Many know that LinkedIn can help generate leads and build a pipeline but few realize how to actually maximize it so that your leads work for you. Learn techniques to boost your profile and how to build a killer sales pipeline by better cultivating existing clients and attracting new ones!

*The following will be your takeaways:*

- ◇ The best language to use on your profile and communicate with clients or targeted prospects
- ◇ How to develop a summary that will wow and impress all those that visit your page
- ◇ Search techniques that will set you apart from others and best serve your sales pipeline
- ◇ What are the must-haves to make your LinkedIn stand out... and what to leave out!

\*We can also optimize social media use of the following platforms: Facebook, YouTube & Instagram

## Global Etiquette Master Class

If you have international clients, customers, or have found yourself needing to understand global customs then this is the program for you. Learn the techniques and ways of etiquette in the following continents: Europe, Asia-Pacific, North America, and South America.

*During this course you will learn:*

- ◇ The proper greetings and ways to conduct business throughout the world
- ◇ How to host formal meetings and social events with foreign dignitaries
- ◇ When to use appropriate customs to set expectations and conduct business with clarity
- ◇ How to identify and rephrase wording for professional communication
- ◇ The best approach for each customer segment and how to develop an action plan