



From the desk of Paul Montelongo

Dear Meeting Planner,

Thank you for requesting information about my speaking, training and workshop services. In this packet, you will find many resources to help you make your meeting a success.

Please notice that each program is designed specifically to be an interactive learning experience for your participants. In all of the programs, your attendees will be challenged to stretch and think beyond their standard ways of thinking.

For 25 years, I have been speaking in public events with groups of all sizes. It is this extensive experience that I will bring to your meeting in order to connect at a personal level with each participant.

My goal is to help you make your meeting a lively, memorable event for all in attendance. As you consider the information in this package, please know that I have the ability to tailor the programs to specifically fit your audience needs and desired outcomes.

It is common for me to conduct pre-conference interviews with an assortment of conference attendees. This may include, but is not limited to, the meeting planner, executive officers of the association or company, conference leaders, board members and the average conference participant. By doing this, I become more familiar with the overall personality of the attendees and can address specific issues, challenges and needs of your conference participants.

As you have questions along the way, just call and we will discuss them. I look forward to working with you to ensure a successful meeting.

Sincerely,

Take great care,

Paul Montelongo

# Most Requested Programs

## Program Titles:

Several titles have been proposed. See the following pages. Each title has a description and the benefit bullet points for the program. I will conduct a pre-conference interview with the meeting planner and several key attendees to the program. Each session will be tailored to meet the needs of your audience.

## Nature of my business experience:

- A. Contractor and construction company owner for 28 years in South Texas specializing in custom pre-sold homes, design/build remodeling, insurance renovation and real estate development.
- B. Owner and creator of ContractorofChoice.com and PaulMontelongo.com. These are website resources for housing and real estate industry professionals. We produce and deliver books, audio series, seminars, Teleseminars, career coaching and timely articles for the industry.
- C. Real estate investor, developer. Active in several major metropolitan markets doing real estate transactions, flipping properties, short sales and mortgage resolution.
- D. International speaker. I have traveled throughout North America and even to Romania to deliver high content business seminars for housing industry professionals.

## Speaking Experience:

My programs are lively and interactive. I believe that adults learn best when they are entertained and involved and given information of high value. I deliver keynote addresses and conduct seminars and workshops on the average of five times a month. Top rated instructor for the National Association of Home Builders designation courses. I am a course content provider on several designation programs.

## Miscellaneous:

**All program titles can be tweaked to fit your conference theme and content. All programs are customized to fit your attendee's business experience. I will furnish master sets of the program for handout material for your audience. All programs are original and the result of my 26 years of business and professional experience and extensive research in the areas of personal and professional development.**

# Harness the Power of *YOU*

## Description:

Discover the three primary contributing factors for your long-term success in this entertaining and inspirational session. Take an introspective look at your plan for personal and professional success. Learn how to create unstoppable momentum in your life with your self-communication and interpersonal communication. This keynote address is packed with personal stories, anecdotes and knee-slapping humor to create a magical memory for participants who attend.



**This session is lively, fast-paced, interactive and non-threatening. Participants are GUARANTEED to laugh uncontrollably and may even cry during this program, but they are always refreshed and energized.**

- The secrets to understanding another person's reality and why this is important to you.
- How to connect with people at a deep level to develop trust and confidence.
- The real truth about the 40,000 thoughts we have every day.
- How to condition yourself and others for success and influence every day.
- The power of a focused vision - how you can have it and why most people don't.
- How to become unstoppable with your purpose driven dreams and aspirations.

## Who should attend?

This program is designed for anyone attending your conference or meeting.

## Miscellaneous:

- Power point presentation with photos, bullet point graphics and images to enhance audience enthusiasm.
- One-page handout furnished for participants. This program is experiential and note taking is not recommended.

# Thinking Outside the Sale

## Description:

Avoid the #1 mistake your competition is making and get back to the basics of selling with this dynamically interactive program. Explode your sales to new heights by thinking beyond conventional strategies. Novice, intermediate and experienced sales professionals will discover how to establish unbreakable trust with prospective clients to overcome that age-old gut wrenching objection, "Your price is too high".

## Participants will discover the following:

- How to create instant credibility and trust with your prospect
- How to eliminate price competition and compete on value instead
- How to avoid the #1 mistake your competition is making
- How to determine the way your prospect wants you to sell to them
- The most powerful question in the entire sales process. (Ask this question and your prospect will tell you exactly how to sell them)
- How to overcome that age-old, gut wrenching objection, "*Your price is too high.*"
- The crescendo moment to "*Upsell*" your client every time
- ....And Much Much More

## Who should attend?

This program is designed for any level of sales experience in your company. Front line sales force, inside sales and telephone sales professionals are welcome and will benefit from these time-proven strategies. If you prospect for leads, represent your company as a sales consultant or make sales calls, you will benefit from these concepts and "real-world" examples.

## Miscellaneous:

- Power point presentation with photos, bullet point graphics and cartoon images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants.

# Earning The Right To Close The Sale

## Description:

In this highly competitive economy, you must earn the right to close each and every sale. Customers are more savvy than ever and will not just give you the sale simply because they like you. You must earn the right to ask for the sale and close the sale. Your proactive approach to selling makes the difference. In this introspective approach to selling, you will learn why many salespeople fail miserably at selling and why the successful professionals make 90% of all sales. This program is a candid look at what it takes to be a successful sales person. Those who are faint of heart should not attend.

## Participants will discover the following:

- How to constantly be asking for the sale without sounding like a used car salesman
- The five most essential questions to ask prospects to uncover their buying motives
- The six reasons that people buy....that is the six REAL reasons
- How to minimize or stop dumb objections from the start of your presentation
- How to immediately weed out tire kickers and lookie lou's so you don't waste your valuable time
- The real essence of sales success and why you aren't closing as many deals as you want
- ....And Much Much More

## Who should attend?

This program is designed for any level of sales experience in your company. Front line sales force, inside sales and telephone sales professionals are welcome and will benefit from these time-proven strategies. If you prospect for leads, represent your company as a sales consultant or make sales calls, you will benefit from these concepts and "real-world" examples. If you have a sales team with people who easily get their feelings hurt, you may not want to have this program in your conference.

## Miscellaneous:

- Power point presentation with photos, bullet point graphics and cartoon images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants.

# **Be Memorable or Be Gone**

## **Description:**

New millennium consumers want more than good service, price and warranty. They want a first class memorable experience. Make a lasting optimal experience for them and they will reward you with referrals, repeat business and maximum profits. Learn how to separate yourself from the competition and stand alone in the consciousness of your customer.

## **Participants will discover the following:**

- How to create an optimal experience in the opening phases of the sale
- How to immediately distinguish yourself and your company as different from the others
- How to use the sophistication of today's buyer to your advantage
- How to build credibility long before and long after you work with your customer
- How to create an experience that adds tremendous perception of value to your pricing
- What customers really want when they buy a product or service and how to give it to them
- ...And Much Much More

## **Who should attend?**

This program is designed for any level of sales experience in your company. It is also designed for project coordinators, service and warranty people, as well as managers. Marketing representatives will get tons of information from this program. Anyone in the organization who is charged with the responsibility of interacting with customers should attend this program.

## **Miscellaneous:**

- Power point presentation with photos, bullet point graphics and cartoon images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants.

# Developing Leaders in Your Organization

## Description:

Learn the critical skills for leading your company to a profitable and purposeful future. Leadership in your organization is essential for long-term growth. Maximize your leadership influence to develop future leaders and to strengthen the leaders you already have in your organization. Discover a specific set of strategies that you can implement immediately.

## Participants will discover the following:

- The definition of genuine, impact oriented leadership.
- The common characteristics of dynamic leaders.
- How to create a compelling future for your team.
- How to avoid the ten mistakes that stifle leadership.
- How to exercise effective influence and persuasion in your leadership role.
- What your team needs from you to grow your business and increase profits.
- The two primary areas in which your leadership affects your business.
- How to groom people in your organization to assume leadership roles.
- How to take calculated risks as an effective leader.
- ....And Much Much More

## Who should attend?

This program is designed for entrepreneurs, business owners and senior level management. If you are responsible for the future of your enterprise, you will especially benefit from this leadership program. Project leaders, department leaders and company directors should attend this program to enhance their leadership skills.

## Miscellaneous:

- Power point presentation with photos, bullet point graphics and cartoon images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants.

# How to Retain Quality Employees

## Description:

Discover strategies and concepts to increase employee retention. The top five secrets for you to become the "employer of choice" will be revealed. Instantly motivate your team to perform above and beyond the call of duty. This program includes an assessment quiz that each participant will complete in order to examine their individual results with their employees.

## Participants will discover the following:

- What employees really want from their employers.
- The top seven places to find loyal, long-term, first class employees.
- The top five secrets for becoming a great employer.
- How to create a reputation for becoming the "employer of choice".
- How to attract the best vendors, contract labor and employee talent to your company.
- Five ways to motivate any employee or team member to perform at their optimal level.
- 10 strategies to inspire and encourage your employees to exceed their job description.
- The real motivating factors for employees to remain with your company.
- .....And more

## Who should attend?

This program is designed for business owners, senior level management who employ staff personnel or contract laborers. Project managers, human resource directors and office managers will also discover proven strategies to make them more effective in their roles.

## Miscellaneous:

- Power point presentation with photos, bullet point graphics and cartoon images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants and employer survey is furnished in the hand-out.

# **Project Management for the Successful Entrepreneur**

## **Description:**

Take an intense look at a proven strategic system for managing multiple projects in a profitable manner. This program includes real life examples of how to manage a project from start to finish while staying on time and on budget. Learn how to eliminate project delays before you ever start your job. You can earn more profits by discovering how to have a tiny “punch list” to close out your projects.

## **Participants will discover the following:**

- How to eliminate project delays before you even start your job.
- How to get your vendors, contract labor and employees involved in the project success.
- How to put your customer's mind at ease and build their confidence from day one.
- How to have a tiny “punch list” with your project and close out the project on time.
- How to deal with changes, alternations and delays on your project.
- How to successfully operate more projects running simultaneously.

## **Who should attend?**

This program is designed for project managers or superintendents. Custom Home Builders, Remodeling Contractors and Trade Contractors who want to run multiple projects smoothly and profitably will especially benefit from this program. Personnel that is responsible for moving company projects and client project to completion should attend this program.

## **Miscellaneous:**

- Power point presentation with photos, bullet point graphics and images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants and project management forms that may be reproduced by the participants.

# Mega-Marketing on a “Boot-Strap” Budget

## Description:

Discover clever, effective strategies for promoting your business on a “boot strap” budget. Get “Mega-Results” by increasing your sales, and your bottom line with these “low-cost” and “no-cost” strategies. You can initiate these proven strategies within one week after this class. 95% of all of your promotion and marketing strategies can be implemented for less than five hundred dollars.

## Participants will discover the following:

- At least a dozen “low-cost” or “no-cost” proven strategies to promote your business to the mass public.
- The secret to driving your marketing plan deep into your industry niche.
- How to immediately implement the single most effective marketing strategy on the planet.
- Visual examples of the strategies taught in this session.
- Successful electronic marketing strategies that will distinguish you in the marketplace.
- The number ONE most effective strategy that won’t cost you a penny to implement.
- ...And much, much more.

## Special Note:

You may have this program designed to include electronic marketing strategies. E-Marketing strategies may include websites, electronic newsletters, keyword strategies and search engine placement. There are several levels of websites for entrepreneurs. This program can help your audience to determine which level is most appropriate for them and what the cost of these levels includes. You must request this component for me to include this in the Mega-Marketing on a Bootstrap Budget Program.

## Who should attend?

Business Owners, Marketing Directors and Sales Managers who want to make an immediate impact in the marketplace. You don’t need to be a marketing genius to implement these strategies. Any entrepreneur who wants to maximize their marketing dollar should attend this custom tailored program.

## Miscellaneous:

- Power point presentation with photos, bullet point graphics and images to enhance audience enthusiasm.
- Handouts furnished with complete recommended resource guide for participants.

# About Paul Montelongo



Paul Montelongo CGR, CSP is an international authority on sales motivation, author, syndicated columnist, and a housing industry insider. Paul has built two multi-million dollar construction companies over the last 25 years. He conducts process oriented corporate sales training programs, delivers inspirational keynote addresses and offers retreats for sales and management teams worldwide. Paul has earned the prestigious Certified Graduate Remodelor (CGR) and Certified New Home Sales Professional (CSP) designations from the National Association of Home Builders and is a featured speaker at NAHB conferences. Get free weekly electronic tips and learn more about Paul and his resources for sales professionals, at [www.PaulMontelongo.com](http://www.PaulMontelongo.com).

Paul Montelongo ...the author has written and published three books for the housing and real estate industry. Paul publishes a weekly marketing tip and a monthly electronic newsletter. His articles are published in dozens of industry trade journals with hundreds of thousands of readers each month.

For a list of the articles, books and access to weekly marketing tips. please visit [www.PaulMontelongo.com](http://www.PaulMontelongo.com)

Paul is an active member of the following organizations:

- National Association of Home Builders (NAHB)
- National Speakers Association (NSA)
- American Seminar Leaders Association (ASLA)
- NAHB University of Housing Certified Education Instructor
- Greater San Antonio Builders Association (GSABA) Board of Directors
- Greater San Antonio Builders Association Remodelor's Council
- Greater San Antonio Chamber of Commerce

Paul is an avid golfer and a marathon runner and lives in San Antonio with his family.

# Magazine Articles

Dear Meeting Planner,

As an additional resource to generate interest in your meeting and provide added value for your participants, consider publishing my articles in your pre-program literature. These articles are provided for your benefit and I will be happy to adjust them as needed to suit the needs of your attendees. Here is a partial list of the articles that I can furnish for your journal. If you would like additional information on these and other articles, please contact me or visit [www.PaulMontelongo.com](http://www.PaulMontelongo.com).

## **Blueprint Your Construction Business**

*7 ways to ensure long-term profits and success*

## **Avoiding a Deadbeat Sales Attitude**

*Check your attitude, Increase Your Sales*

## **Be a Sales Magnet**

*5 ways to be instantly irresistible*

## **“All Systems Go”**

*Run your business instead of your business running you*

## **How to Get Free Publicity**

*Top 10 list of low or no-cost marketing*

## **Why Hurry Up and Wait?**

*Make the bidding process work for you*

## **Retaining Quality Employees**

*Hire ‘em and keep ‘em*

## **Trade Show Success**

*Make your exhibit work for you*

## **The Contractor’s Private Entrance Door**

*How to create customer partnerships*

## **Power Networking Strategies**

*5 tips for making contacts that work*

## **How to Handle the Difficult Customer**

*7 ways to convert a challenge into a solution*

## **Thinking Outside The Sale**

*“You may not be having enough fun.”*

## **Develop Your Personal Excellence**

*Transform your life and your business*

## **The E’s and R’s of Creating a Promotional Plan**

*Plan your business and make more money*

# Fee Schedule

## Daily Fee

Contact our office for more information about fee schedules. Each program is different with unique needs. Your investment fees will include curriculum creation and development, handout creation, power point presentation development and delivery of the session (in most states). It also includes pre-program assessments, meeting and attendee evaluations.

## Expenses:

Usual and reasonable travel expenses, billed following the completion of the engagement and payable 10 days from receipt of invoice.

## Terms:

50% deposit to secure the date, payable on booking the program. The balance is due on-site prior to the start of the program.

## Agreement:

A written agreement for you to endorse will be furnished specifying the program, fee, expenses and miscellaneous items. A Sample agreement has been provided in this package.

## Other:

To maximize your investment, consider multiple programs on the same day. Consider a bonus session with senior management or association directors.

## Partnership Program:

Ask about creative ways to partner with your association to be able to add value for your participants and generate additional income for your association or organization.

## Testimonials:

Paul has conducted hundreds of programs over the last five years including private corporations, meeting facilitation, public seminars and major conferences. If you would like to speak or communicate with any of the satisfied meeting planners, please send an email to Paul at [paul@paulmontelongo.com](mailto:paul@paulmontelongo.com) to get a current list.

**Paul Montelongo**  
**Author/Speaker/Business Coach**



July 1, 2007

Ms. Jane Smith  
National Association of Businesses  
1 Any Street, Suite 100  
Your Town, TX 60606

**Sample Agreement**

RE: NAOB Conference Speaking Agreement

Dear Ms. Smith,

Allow me to take this opportunity to thank you for agreeing to my services for your conference in Your Town, USA. Below, please find some notes to confirm our conversations for the services I intend to furnish for your conference.

1. Program Dates: Tuesday, March 10, 2004. 8:00 am to 11:30 am.  
Wednesday, March 11, 2004. 8:30 am. to 9:30 am.
2. Site: Your Town, Texas. Notify me of the meeting room location prior to conference.
3. Organization: NAOB  
1 Any Street, Suite 100  
Your Town, TX 60606  
Phone 312.123.4567
4. Program Title: Tuesday – “Hiring and Retaining Quality Employees” (90-minute interactive workshop)  
Wednesday – “Harness the Power of YOU” (55-minute Keynote address)
5. Room Requirements  
For Workshop: (Based on 200 participants or less) Wireless Lavalier Microphone; LCD projector with projector screen set at a diagonal location in the room; Classroom style tables and chair in a “winged” or “V-shape”; 6’ table with cloth in the front of the room and one at the back of the room; flip chart; water for participants.  
  
For Keynote: (Based on 250 to 2000 participants) Wireless Lavalier Microphone: LCD projector with projector screen set at a diagonal location to the seating; theater style chair seating only with no tables; Raised stage approximately 12’ X 16’ with a table and cloth on the stage.

6. I will furnish a master set of workbook documents for the workshop and you will reproduce these for the appropriate number of participants. These will be sent to you electronically. Copyrights of the workbook belong to Paul Montelongo Enterprises, Inc.
7. You agree that no part of either performance shall be audio or video taped without prior written permission from my company, Paul Montelongo Enterprises, Inc.
8. The investment schedule is as follows: \$X,000 for Tuesday's Program and \$X,000 for Wednesday's Program.
9. A 50% initial investment is required upon your endorsement of this agreement. This initial investment enables me to a.) Hold the date specifically for your organization and b.) Apply the investment toward the work in progress of research, interviews and customization of the material for your organization.
10. Cancellation policy: If the program is cancelled by NAOB 30 days or less prior to the program, the initial investment of \$X,000 is a "cancellation investment" and remains with Success Concepts, Inc. If notice of cancellation is given 31 days or more before the engagement, half of the initial investment shall be deemed a "cancellation investment". However, we will be more than happy to apply this investment toward another program scheduled within three months of the cancelled program. (And you should take comfort that Paul Montelongo has NEVER cancelled or failed to appear for an engagement. If in the unlikely even this does happen, your total initial investment will be promptly returned.)
11. **"Last but not Least":** I will do everything in my power to amaze you with a dynamic program that will be inspiring, fun, meaningful and profitable.

I trust this meets your approval. Once you have reviewed this document, please endorse it below and return it to the bureau by fax.

Sincerely,



Paul Montelongo,  
Paul Montelongo Enterprises, Inc.

**Sample Agreement**

NAOB Authorization: \_\_\_\_\_

Date: \_\_\_\_\_