

### January 17

#### 11 Ways to Keep Your Pipeline Full

Sponsored By: Intec and Sports Philanthropy Network

Two words that either excite you or terrify you... "sales pipeline." In this fast-paced executive briefing, we will help you identify some areas that you can invest in that will fill your pipeline with qualified people that look at you as the expert. Some are things that you are currently doing but may need help improving. Other tips are things that you have never thought of before and can be game changers for your business.



### February 21

#### Low & No Dollar Ways to Market Your Business and Yourself with Amanda Kemmel

Sponsored By: Eviva Media and City of Waukesha Chamber of Commerce

Discover a wide range of inexpensive and no-cost strategies and ideas to effectively market and grow your business. Marketing doesn't have to break the bank to be successful, and in this presentation, we'll show you how! Learn practical and proven techniques to reach your target audience, increase brand visibility, and attract new customers, all without draining your budget. Amanda Kemmel, Marketing Strategist and Consultant, will share valuable insights, creative approaches, and actionable tips that you can implement right away.



### March 27

#### Uncover the #1 Predictor of Professional Sales Success

Sponsored By: First Weber Realty and Revitalize Milwaukee

According to research, people with high EQ earn \$29,000 more annually than those who score low on EQ. Additional research at UC Berkeley found that EQ was 400% more powerful than IQ when predicting who would have success in their field. We will uncover what EQ is, and how we can improve this to improve our work and our lives.



### April 17

#### How to Acquire, Develop and Retain Top Talent

Sponsored By: Brunch It Up LLC and Gals on the Go Project

How successful is your current approach to hiring? Are you open to looking outside the "normal" way so that you can try some new ideas when it comes to hiring and retaining? We will explore recruitment ideas along with how to retain the best. We will introduce some science into the process so that we don't always have to rely on our gut instinct! This is one session that you won't want to miss!



### May 15

#### How to Leverage AI to Market Your Business with Justin Kerley

Sponsored By: The Office Technology Group and Community Warehouse

Curious to learn how to make AI work for you? Join us as Justin Kerley, an owner of Top Floor, talks through how to master ChatGPT as a tool for your marketing and content efforts. He will discuss the fundamentals, current AI limitations, content ideation, and marketing applications. By understanding how to use AI as a tool for repetitive tasks, you can free up time for strategy and innovation.



### June 19

#### Building Trust in Your Workplace

Sponsored By: Diversified Wealth Strategies

Without trust, your team won't be engaged, neither will your clients. And what is left without a team and clients? To complicate matters, each personality type trusts something different, so we must learn that too. Come and learn about the 5 simple steps to build trust in any relationship!



## July 17

### The Importance of Follow-up in Successful Sales

Sponsored By: Select Technical Staffing and Heritage Printing

It is a crime to admit that almost half of the proposals that salespeople provide are never followed up on! Especially since 80% of sales are made on the 5th to 12th contact. We will discover why this is so prevalent and how we can change this within our organization today!



## August 21

### Growing on Purpose

Sponsored By: Quality Landscape and Lawn Care and New Berlin Chamber of Commerce

From his #1 Amazon best-selling book, *Growing on Purpose*, Dave will share the formula to strengthen your team and improve your customer's experience by providing tactics you can immediately incorporate into your day-to-day activities to engage employees, build lasting business relationships, and grow your business.



## September 18

### Beyond Business Burnout with Kelsey Hill

Sponsored By: Intec and Beyond Beauty for Survivors

We will be addressing the prevalent issue of business burnout and sharing strategies to conquer it. In today's fast-paced and demanding world, professionals often find themselves overwhelmed and exhausted, impacting their productivity and overall well-being. We will delve into the root causes of burnout and the detrimental effects it has on individuals and organizations. Moreover, we will provide practical insights and actionable tips on how to effectively manage stress, increase resilience, and achieve a sustainable work-life balance.



## October 16

### DISC in Your Workplace

Sponsored By: Eviva Media

When building your team at work, are you trying to find more people like you, or people who are opposite you? Either way, you will have possible tension unless handled correctly. We will help you build the strongest team that you can by taking a deeper dive into the make-up of the team. Imagine a baseball team that only had the best pitchers in the world. How would that team hit or field the ball? Same with your team if you have all the same type of person, but how do you know? Come and learn how to build the best team ever!



## November 20

### Harnessing the Power of LinkedIn with Wayne Breitbarth (Back by popular demand!)

Sponsored By: Schumacher Sama Accountants and Kinship Community Food Center

When was the last time you reviewed your LinkedIn profile? From the perspective of a buyer, potential buyer or possible new team member, Wayne Breitbarth will give you a look behind the LinkedIn curtain so you can see how your profile compares to others, even your competitors! If you think LinkedIn is a fad, then no need to come to this one!



## December 18

### Enhancing Your Customer's Experience

Sponsored By: Ewald Fleet Solutions

Now customer experience is more important than price and product as key brand differentiators, according to Walker. But why is the average rating on Google only 4.4? Together, we will dig into the six ways to create an amazing customer experience and look at what the best companies are doing best!



To reserve your seat, please contact Dana at [dana@positivepolarity.com](mailto:dana@positivepolarity.com) or go to [positivepolarity.com](http://positivepolarity.com)

All events take place at the Better Business Bureau of WI | 10019 W. Greenfield Ave, Milwaukee WI 53214

Scan me!