

Subject: News from JM Speaker LLC



Newsletter JM SPEAKER

Maximize your Training ROI

May 2007

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Maximize your Training ROI

The Right Speaker

Jeff Matthews



"I really enjoy speaking to those who wish to gain more knowledge in the IT industry. I'm building my business around my experience of working with great technology companies with a vision of the future."

When I'm not speaking to audiences around the country, I'm busy operating a Dallas based network consulting and Web design company.

Our solutions are specifically designed to ensure sustainability

Dear Jeff,

This month's focus is on Return On Investment. Every successful business focus is on what they get back (return) for the money they spend (investment) in terms of making profit (ROI).

A proactive sales manager can increase a team's success by providing them with the knowledge and assurance of talking the language their prospective client speaks on the spot. While they have the client's attention, they can provide information with confidence that the next step is the signed contract or Request for Proposal.

JM Speaker will provide your team with the terminology, confidence and competitiveness to reel in the clients. We have shown in the areas of sales motivation, knowing the fundamentals of sales motivaton provides assurance that can bring your business the \$dollars. Investing in one of our dynamic presentations and or workshops, you will notice a difference in the attitude of your staff and an increase in sales

through seamless transitioning to and from wireless and wired network environments.

We integrate applications and business processes into a Web architecture aimed at enhancing an organization's Internet communications. The objective is to deliver "industrial strength" scaleable web architecture while incorporating extremely high-level integration.

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Maximize your Training ROI



As a speaker and trainer, my clients ask me to explain how they will get their money's worth.

With a pre-training plan that addresses the questions and needs of the business, these concerns are consolidated into several actionable steps which the training program focuses on. The program is then designed to meet those needs, and construct an evaluation model to specifically address those outcomes.

A post training evaluation is done to measure the success of the program.

But that's not all. Some companies then track the participant's post-training progress and convert the results into a monetary figure. This is weighed against the cost of the program itself. Training definitely effects the bottom line.

The Right Speaker



As a polished professional speaker, Mr. Matthews travels the country helping people understand how new communication technology is changing their lives. With a unique blend of humor, Jeff's down-to-earth presentations stimulate his audiences and provides a clear understanding of how the business operates.

It becomes apparent that the businesses with concrete knowledge of ROI and how it's being applied will be ahead of the curve.

Call TODAY! (972) 877-7542

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