

New Public Speaking Program Starting July 20

We are delighted to announce a **new and enhanced Corsini's Public Speaking Program (PSP) for 2010**. This new six month format will let you build each month on what you've learned in previous sessions...so **what you say (and how you say it) really matters**.

Program highlights include:

- **Public Speaking, Evaluation, Meeting Management.** Our program builds skills in three key areas: **Public Speaking** (both prepared & impromptu opportunities), **Evaluation** (giving—and implementing—constructive feedback) and **Meeting Management** (running a meeting, managing to an agenda and emceeding).

- **Public Speaking Professional Development & Practice.** Each month, Marc Corsini will provide professional development on various aspects of public speaking. He'll begin with **The Top 10 Presentation Mistakes People Make (and How to Avoid Them)**. Each month, for six months, he'll continue to develop and hone each participant's skill as a speaker (for any occasion). During the second meeting of each month, participants will have the opportunity to **practice a previously given presentation**, implementing suggestions and ideas from a previous evaluation. **It's ongoing professional development with immediate, positive results.**

Program meetings continue to be

the **2nd and 4th Tuesdays of each month** at 7 a.m. (networking) and 7:15 – 8:45 a.m. (program) at the Lakeshore Park Plaza Building in Homewood.

The new program begins **Tuesday, July 20** and runs through **December 31**. Our new PSP is a six-month program. **The investment is only \$99 per month or \$495 (payable before you begin)**. As always, we offer a 100% money-back guarantee if you are not completely satisfied. If you would like to enroll, or if you have any questions, call me at (205) 879-0432 or email me at marc@corsini.com

Client Profile—Ferlisi Jolley Associates, Inc.



Plaintiff Structured Settlements

Ferlisi Jolley Associates, Inc. are plaintiff-loyal, structured settlement brokers. They work in conjunction with plaintiff attorneys and their clients to provide the information needed to make the best, most informed choices regarding the plaintiff's financial future in the settlement of personal physical injury, sickness or wrongful death cases. They are dedicated to maximizing the plaintiff's benefits and making sure that any structured settlement put in place addresses the plaintiff's future financial needs. **Laura Ferlisi Jolley**, president, received her

Bachelor of Science Degree in Risk Management from Florida State in 1975. Since that time, her career emphasis has been Life and Health Insurance Sales, Estate Planning and Structured Settlements. **Jill Rogers** has been the administrative assistant since 1985, and she holds a Bachelor of Science and a Master's degree in Secondary Education from the University of Alabama.

Marc has worked with Laura since 1998 when she said, "I'll give you a 90-day trial, and I have to tell you I'm skeptical." With that cautious vote of confidence at the start, they have met at least monthly for some 12 years.

Corsini's Tip of the Month

"Increase your opportunities for critical thinking by 10% each week. Businesspeople have become doers and in, doing so, they lack thinking time."

Member Spotlight—Paul Currie

Meet Paul Currie. Paul is a Sales Professional for Henry Schein. His duties include sharing techniques, strategies, and products that help dental professionals reach their personal and practice goals. He graduated with a Bachelors of Science degree from Auburn University. He enjoys golf, hunting, and spending time at Lake Martin with

friends and family. Paul's passion in life can be broken down into two categories: His personal passion is to serve Jesus Christ in everything he does and continue to build deep meaningful relationships with his wife and children. His professional passion is to partner with dental professionals and dental auxiliary as they overcome their

everyday challenges.

Paul and his wife, Jackie, live in Birmingham with their three kids, Sarah Margaret (7), Jack (4), and Bo (2).



BMB Deadline July 15, 2010

Business Makeover

BIRMINGHAM

Business Makeover Birmingham is a joint promotion of seven local

firms, each of which is committed to helping local businesses grow and prosper. Our Project Partners want to demonstrate the value they bring to companies through their services and advice. We are delighted to once

again be a Project Partner for 2010-11. Other Project Partners include Cobbs, Allen & Hall Inc.; Dent, Baker & Co., LLC; Maynard Cooper & Gale PC; Samford University's Brock School of Business; ServisFirst Bank and Marketing 24/7, Inc.

The Project Partners are now accepting nominations/applications

for the next good business that wants to be great. Your company could win a six-month program of professional services and advice valued at more than \$30,000. **To download an application, or to learn more, go to www.bhambizmakeover.com. The deadline is July 15, 2010.**

Upcoming Meetings & Events

Upcoming Public Speaking Meetings:

Tuesday, June 8, 2010: Public Speaking Program Meeting (7 to 8:45 a.m.)

Tuesday, June 22, 2010: Public Speaking Program Meeting (7 to 8:45 a.m.)

Tuesday, July 20, 2010: Public Speaking Program Meeting (7 to 8:45 a.m.)

Other Corsini Classroom Events:

Wednesday, August 25, 2010: 3rd Annual Summer Sales Conference at The Harbert Center. (8 to 11:00 a.m.)

Corsini Speakers Bureau

As an outgrowth of our **Public Speaking Program**, we now offer speakers for the business community, civic groups, associations, universities, etc. Our speakers are executives, rainmakers and professionals from our public speaking classes who offer tips and techniques on a variety of topics from sales, leadership and networking to religion and hunting. Most speakers speak at no charge to their audiences, and presentations vary from 15 minutes to one hour. For more information or a list of available topics, contact Marc Corsini at (205) 879-0432 or marc@corsini.com.

Summer Sales Conference August 25, 2010

We are proud to announce our **3rd Annual Summer Sales Conference on Wednesday, August 25 from 8 to 11 a.m. at The Harbert Center** in Birmingham.

Our program, **Selling Smart with Traditional Tactics & Social Media**, will cover a variety of topics. Social media has become a significant way to connect with customers. Software expert **Brian Cauble** will discuss how you can monetize your social media efforts and use this important tool to develop new relationships and position yourself as an expert in your industry. **Marc Corsini**, business coach to thousands of sales-

people and executives, will discuss the "Five Rainmaker Characteristics: Today & In the Future." Find out what makes these successful salespeople different and how the characteristics they possess are changing for the future. And finally, communications coach **Deborah Boswell** will offer ways to enhance your communication and public speaking skills so what you say really counts.

We'll end the morning with a question-and-answer session. Our panel experts will bring a smart range of usable ideas to the discussion. **Deborah Boswell** is a professional speaker and president of

Professional Speech Services. **Brian Cauble** is president of Absolute Genius, and **Marc Corsini** is president of Corsini Consulting Group, LLC.

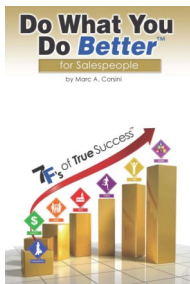
The investment for this conference is only \$99. A DVD of the conference will be available following the event for only \$49.95 (plus shipping and handling).

To enroll, go to www.corsini.com/Events/03-SummerSales-3rd/index.html or call Briana at (205) 879-0432.

CCG Products & Services



For nearly 20 years, we've helped executives, professionals and salespeople achieve results both in and out of the office. Focused **sales and executive coaching** and thorough **strategic planning** help you **Do What You Do Better**.



Marc Corsini's **Do What You Do Better for Salespeople** is a sales book with a balanced, whole-person approach to work and living. The book uses concise concepts and practical, proven techniques to emphasize the **Fundamentals of Selling**, showing motivated salespeople exactly how to reach their rainmaker potential. The book is \$14.95 plus shipping. It is on sale now at www.corsini.com.



Strategic Planning. You can have the best laid plans in your industry, but if these plans are not strategic, they won't work. We can help. We ask you the right questions so you can formulate a truly strategic plan—one that you can put to work for you and your business.



The DVD from our **2010 New Year, New You, New Business Sales Conference** helps salespeople and others involved in business development focus on the fundamentals. This DVD series features dynamic speakers sharing selling tips and techniques, personal-branding expertise, and useful ideas about using social media to develop meaningful relationships and position yourself as an expert. Only **\$49.95**.



Professional-development training that is affordable, accessible and relevant. You asked for it, so we created **Corsini Classroom**. Go to www.corsini.com to see details on upcoming classes.