



Susan DePue

Aim → Fire → Grow

A simple, practical, powerful method of business growth and focused results

Testimonials

“After meeting Susan and implementing [her] ideas, I was able to develop a niche and focus on what we do best. Before I had lived in fear of getting new business all the time. Now our business is growing with referrals and word of mouth advertising. This method really works.”

—Tim Davis

“As an attorney I only thought in terms of billable hours. Susan taught me I was running a business and needed to market that business. With these ideas I have a consistent flow of clients.”

—Melissa Allen

“Susan's program taught me what I didn't know about my business. We have been able to cut our advertising budget from 15% of sales to 2% of sales and still grow over 500%.”

—Ron Chance

“I had been in this business for about 17 years, and owned it for about three years, when I met Susan. I realized that I did not know how to tell my potential customers what my business really is and what it will do for them. Since the program, I have a clear marketing message and have changed my focus to sales. My business is growing.”

—Richard Lane

Susan DePue holds many designations: Certified Guerilla Marketing Coach, Certified Financial Consultant, Certified Professional Behavioral Analyst, to name just a few. But there is much more to this businesswoman than her certifications.

After stints as a teacher, bookkeeper and office manager, Susan got serious about her career—a career with unlimited potential and complete autonomy. Eventually she decided that a sales career met her criteria. But deciding to go into insurance sales turned out to be the *easy* part! Susan was new to the industry, and had a lot to learn . . . new to the city, she needed to make contacts and build new relationships . . . and to top things off, an assessment she took indicated she wouldn't be 'good at closing' sales. So how, in a few short years, did Susan start earning a six-figure income? She studied successful people, evaluating what they did and how they achieved results. Susan *learned* how to succeed. Every experience and interaction was an opportunity to discover what worked—and rule out what didn't.

Today, Susan helps 'marginal hires' get on the express lane to success. She trains a wide variety of professionals in how to develop career focus, business relationships, and marketing know-how. Her method of business growth, Aim→Fire→Grow, aids salespeople in attracting more prospects and closing more sales.



Susan is also the author of *Aim.Fire.Grow*, a quick read full of strategies to improve focus, find prospects and convert them to long-term clients, and add balance to life. More importantly, it includes specific actionable solutions.

Susan's interactive and engaging programs can be one-hour sessions, two-day workshops, or various formats and lengths in between. Her signature titles include:

Aim, Fire, Grow Method for Sales Achievement

In this program shares her simple, practical, and powerful system for learning how to achieve sales success. Learn:

- ◆ three reasons your sales are not growing
- ◆ three things you must do before they will
- ◆ the most common mistakes that cause the death of most sales people
- ◆ the strategies necessary to focus your activity and increase your sales

Outrageous Success

This intensely interactive session instructs and motivate how to achieve your dreams. Discover 10 underlying reasons behind procrastination, and how you can overcome them once and for all. Susan explains how to put yourself on “luck's path.”

Turn Networking into Net Worth

If you aren't realizing new business from your networking you need this program. Don't lose lucrative opportunities, let Susan explain how you should determine which networking events to attend. And once you get there, she'll help with what to say, what not to do, and how to follow up.



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