

Cultivate Loyalty, Leadership & Sales



Heather Williamson, Ph.D., is president of Transformation Group LLC. She is a 17-year veteran of the business industry, having held sales and management positions for a Fortune 50 company as well as being director of a \$2 million grant for a higher educational institution. She has received numerous awards for sales excellence and has presented at several conferences on the areas of personality, subordinate leadership satisfaction and achievement motivation.

Improve the performance of your team in vital business areas with courses from the VSCPA In-House CPE & Training Program and **Heather Williamson, Ph.D.** Using her unique combination of education and experience, Heather helps you hold onto valuable customers, develop leadership qualities at all levels and enhance the all-important bottom line through improved sales results.

We'll bring these courses to you in **one-, two- or three-hour formats** making them perfect for a lunch 'n learn, breakfast meeting or an afternoon of CPE for your staff:

Customer Loyalty

- Increase Sustained Profitability — Developing a Customer Loyalty Strategy

- Key Measurements for Building a Loyal Customer Base
- The Power of Customer Loyalty — Points of Connection

Leadership

- First Step to Great Leadership — Creating a Compelling Vision
- The Real Leadership Challenge — Getting & Maintaining Peak Performance
- How to Outperform & Outlast the Competition — Embracing Change

Increased Sales

- Filling Your Sales Funnel
- Increasing Sales Through Networking
- Winning at Sales
- Cold-Calling Success

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Lydia Sartori at (804) 612-9425 or lsartori@vscpa.com to book a course or get more information.

