



LAURA LAAMAN has been WOWing audiences since 1989 with her incredibly insightful tactics and strategies for generating increases in sales revenue.

*“97% of all attendees rated your knowledge, delivery and the usefulness of your material as **EXCELLENT!**”*

*Circular Keystone Show*

LAURA LAAMAN is a proven entity when it comes to increasing business revenue. She is an Award-Winning Speaker, Author, Trainer and Columnist. Her insightful strategies have helped create top notch sales teams and exceptional managers and leaders, as well as outstanding customer service representatives for thousands of companies throughout the United States and Canada.

Laura's corporate clients include countless Fortune 500 companies such as Allstate Insurance, Xerox, Kodak, Wegmans, Hartford Insurance, ADP, Invisible Fence and M & T Bank, as well as small and medium-sized businesses in a wide range of industries. To date, she has helped companies generate hundreds of millions of dollars in increased revenues.

Laura's presence is commanding and confident yet approachable and entertaining. She has shared the stage with speaking legends such as Zig Ziglar, Tom Hopkins and Mark Victor Hansen...



Her books include: *The Dolphin Dynamic*, *The Certifiable Salesperson—The Ultimate Guide to Help Any Salesperson GO CRAZY with Unprecedented Sales* (co-authored with Tom Hopkins), and numerous industry-specific SELL MORE series of books.

Millions have read her sales and customer service skills columns that have been syndicated in dozens of Business Journals throughout the United States. Articles have also been published in *Pet Age*, *Furniture World*, *Sales & Service Excellence* and *Executive Excellence* magazines.

**Book Laura Today! 1-888-SELL-MORE or  
Info@OutstandingPetCare.com**

# SPECIALIZING IN THE PET CARE INDUSTRY



For over 20 years, Laura Laaman has been helping pet care facilities increase their bottom line revenues. Her clients have implemented proven, measurable systems for everything from **Turning Phone Inquiries into Revenue to Enhancing the Pet's and Owner's Experience with Add-on Sales**. The end result is a win-win-win scenario with healthy, happy pets and peace of mind for owners, as well as increased bottom lines for the business owners.

Profitable results are delivered through fun and interactive Sales, Management and Customer Service group training and/or Laura's one-on-one coaching and consulting. Owners, managers and staff alike are given powerful and proven tools to WOW customers with easy-to-implement, actionable practices that produce results.

Don't just motivate or entertain your group, **empower them** with proven and effective Sales, Management and Customer Service Skills.

## Read What Just A Few Satisfied Clients Have To Say:

"While other businesses were putting up the "Going Out of Business" sign, we had to put up a "Help Wanted" sign. Within days of implementing Laura's system, we began to experience record-setting revenue.

**This program has increased our revenue \$570,427.95 so far !** We also drastically improved the quality system of activity based lodging. Our clients absolutely love the 'new' services."

*~Deborah Salow and Kevin Foist, Coventry Pet Resort, Redlands, CA*

*"Laura Laaman provides a proven system that will result in increased revenue for years to come. Our company exceeded expectations during the first two years of business, in a down economy. Our revenue is 50% higher than our business plan as a result of following Laura Laaman's recommendations and sales system."*

*~Jake Romero, Co-Owner Folsom Pet Resort, Folsom, CA*

*"Our revenue went up 42% after only three months in Laura Laaman & Associates' program!"*

*~ Gretchen Meinburg, Pampered Pets Bed & Biscuit, Napoleon, OH*



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## Laura Laaman & Associates'

### Most Popular Programs *Specific to the Pet Care Industry*

Pet care providers are pet lovers at heart, but with minds for business. Whether start-ups or veteran businesses, Laura Laaman provides a powerful, positive training or speaking experience. She will bring fresh insights into areas that can generate increased revenue while increasing the care of the pet. A sure win for all! All of Laura's strategies and tactics are actionable and easy to implement.

Some of the topics she addresses include:

- ◆ **Powerful Strategies to Increase Success**
- ◆ How to Turn Inquiries into Appointments
- ◆ **How to Develop Long-term, More Profitable Clients**
- ◆ **Generating Referral Business from Every Client**
- ◆ Motivating your Team to Grow your Database
- ◆ Why and How to Work a Profitable Event

**This program has increased our revenue \$570,427.95!**  
**Our clients absolutely LOVE the program!**

**Kevin Foist, Coventry Pet Resort,**

**“The results are astonishing. In just 12 months our sales force had a 125% increase in sales, a 32% increase in average contract value, and a whopping 203% increase in revenue! With this kind of results why anyone would not hire Laura Laaman to help them improve their business is beyond me.”**

**~ Invisible Fence**

Pet care business owners and managers will learn how to increase both the experience and health of pets, the happiness of their clients and their company's bottom lines. Turning every phone contact into potential and profitable business.

Additional strategies can be included, such as:

- ◆ **How to develop new services that clients will crave (and pay for)**
- ◆ Ways to improve visibility in the local market
- ◆ **Turning entire staffs into revenue-generating machines with a few new strategies**
- ◆ Creating Competitive Superiority
- ◆ **And so much more!**

## LAURA LAAMAN Bio



**LAURA LAAMAN** is an award-winning speaker, author, sales trainer and consultant who specializes in the pet services industry. With over two decades of sales and training experience, Laura has helped hundreds of pet lodging facilities across the United States and Canada increase profits and significantly improve business.

Laura grew up loving animals and dreamed of becoming a veterinarian, but her exceptional communication skills—particularly her ability to sell—sent her down a different path. Laura started selling as a teenager and quickly recognized her ability to make people like and trust her. Over the next few years, she soared and ranked as one of the top salespeople in various industries. Her knowledge and determination allowed her to break numerous sales records—many of which remain unsurpassed today.

Companies began studying Laura's sales successes and modeling their sales programs around her effective techniques. Once Laura recognized that her methods were replicable, she moved into the training arena and discovered her powerful gift for passing her knowledge and techniques on to others. She thrived on contributing to the successes of a variety of companies—from large corporations to small and family-owned businesses. To date, Laura has helped companies generate millions of dollars in increased revenues.

Since establishing Laura Laaman & Associates in 1989, Laura has consulted countless **Fortune 500 companies such as Allstate Insurance, Xerox, Kodak and Invisible Fence**, as well as smaller businesses in a variety of industries. She **has spoken at Harvard Business School and shared the stage with speaking legends such as Zig Ziglar, Tom Hopkins and Mark Victor Hansen**.

Laura truly found her calling when she was able to combine her passion for pets with her professional expertise. She created her *Outstanding Pet Care Program* which was tailored specifically to the pet services industry. As a knowledgeable, passionate pet owner, Laura understands the pet consumer as well as the market and delivers powerful programs that get results. She is so confident in her programs, she even guarantees her results. Laura is further gratified that her techniques contribute to happy, healthy pets and peace of mind for owners.

As a leading authority on salesmanship, leadership and customer service, Laura became a published author in 1996 with *The Dolphin Dynamic*; in 2002 she co-authored *The Certifiable Salesperson* with Tom Hopkins. Millions have read her sales and customer service skills columns that have been syndicated in business journals throughout the United States.

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