



chris vanderzyden

WWW.CHRISVANDERZYDEN.COM



Speaker • Author • Business Transition Strategist • CPA

Results Chris Delivers

"Chris is the real deal — she walks her talk, she's got the goods, and she energetically delivers. Saddle up and take a ride if you are looking to inspire your audience."

– **Jeffrey Hayzlett, Bestselling Author and Host of C-Suite with Jeffrey Hayzlett on Bloomberg Television**

"Chris has been a repeat guest lecturer to our Harvard University graduate management course on entrepreneurship. Too often aspiring entrepreneurs are consumed with product/service development and revenue growth at the expense of building a sellable business. Chris offers valuable insights and guidance to plan early for exit and contingency strategies too often afterthoughts for new business leaders. We hope Chris will return to Harvard every year."

– **James C. Fitchett, Professor Harvard University**

"Chris's exit planning presentation provides invaluable information for business owners who are preparing to protect and extract the wealth from their privately held business. She is a dynamic presenter able to deliver her points in a simple, but thorough way."

– **Neil H. Livingston, PhD Wraith Technologies**

"Chris delivered a customer service keynote for our annual meeting that went above and beyond hitting the "mark." Her enthusiasm is infectious! She presented clear concepts and actionable steps to our team in a very dynamic and engaging fashion that will surely elevate our customer service and keep us at the top of our industry."

– **Chuck Jeffries, Kansas Asphalt, Inc.**

"If you're looking for an energetic speaker who delivers fresh, on-trend ideas and actionable plans — Chris is for you! She has presented numerous sessions focused upon increasing sales for ASI members at our large national trade shows that impart powerful information and provides our audiences with the tools necessary to achieve greater success." – **Nicole M. Rollender, MASI The ASI Show**

Chris Vanderzyden is the leading educator on the life cycle of a business — from launching a business, to increasing profitability and value, to transitioning with a strategic exit plan in order to extract the wealth created.

She is a sought-after keynote speaker, media contributor, bestselling author of *7 Steps to Entrepreneurial Victory* and guest-lecture for Harvard's Entrepreneurial Program. Her next book *7 Steps to Selling Your Business* will be available November 2018.

With authenticity she delivers energetic and engaging presentations filled with actionable steps that inspire her audience to take action and achieve new levels of success.



In addition, Chris is a business media contributor and has appeared on major media outlets.





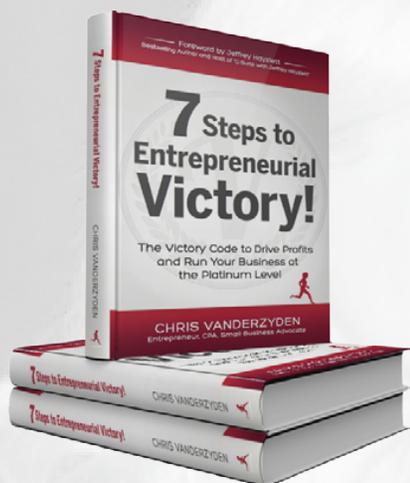
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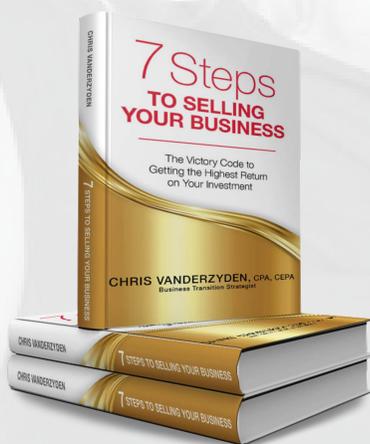


Energetic • Inspiring • Motivating • Enlightening • Entertaining

7 Steps to Entrepreneurial Victory



Available on Amazon!



Launching November 2018

Connect with Chris

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Chris Vanderzyden's Topics

How to Drive Profits Using the Secret VICTORY Code: Seven Steps to Entrepreneurial Success

- Innovate your business in response to the increasingly competitive global market.
- Develop creative sales and marketing strategies that drive profits quickly.
- Create and implement actionable plans to overcome internal and external obstacles ensuring continuous success.

B2B Sales Success in the Digital Age: Learn How to Navigate the New Sales Landscape

- Understand the behaviors of buyers and the impact on the sales process.
- Techniques to uncover the buyer's true needs allowing for the alignment of the sales offering as the buyer's solution.
- Engage in a collaborative sales style that speaks your customer's language, overcomes price pressure, and drives conversion rates.

Developing a Customer Service Culture That Drives Bottom-Line Results

- How to get into your customer's head and understand their true needs.
- 7 specific action steps that will guide your team to implement a competitive customer service strategy.
- 3-Step formula to convert complaints to income generating opportunities.

How to Maximize the Value of Your Business: A Strategic Exit Plan

- Educates as to how to add value to your organization and create an exit strategy that is a powerful business-planning tool.
- Presents the professional process utilized to sell a business for the highest return on investment.
- Explains how timing in the mergers & acquisition market impacts selling price.