

## 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 2<sup>nd</sup> and 4<sup>th</sup> 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 Marc at (205) 879-0432 or email him at [marc@corsini.com](mailto:marc@corsini.com)

## Client Profile—Cobbs, Allen & Hall, Inc.



Cobbs, Allen & Hall

Cobbs, Allen & Hall, Inc., is recognized as one of the top 100 Risk Management and Insurance Brokerage firms in the U. S. In addition to tailored risk management and employee benefits programs, Cobbs Allen & Hall offers innovative resources for clients, such as human resource consulting, health management services, and customized safety and loss control programs.

Cobbs, Allen & Hall has an excellent reputation as an insurance broker. However, insurance is only part of what this company does. Cobbs, Allen & Hall is, first and foremost, a risk management consulting firm. They partner with their clients by gaining

a detailed understanding of the client's business and then by developing solutions and strategies that improve operations and reduce the total cost of risk. Cobbs, Allen & Hall's philosophy is straightforward: Understanding and evaluating risk is the key to maximizing business success.

A strong commitment to excellent service is their hallmark. This commitment comes from the 100+ professionals they employ, whose skills, expertise and knowledge encompass a broad understanding of the industry. With a 120-year history, Cobbs Allen & Hall continues to evolve and grow as an innovative leader in the industry and in our business community.

## Corsini's Tip of the Month

**"Wanna stay relevant? You should reinvent yourself every five years."**

[corsini.com](http://corsini.com) (205) 879-0432

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## Member Spotlight—Inge Beeker



**Inge Beeker** is a broker for IngeWood Land Company and acquisitions director for The Canopy Fund. IngeWood Land Company represents buyers and sellers in the purchase and sale of investment timberland, farmland and recreational properties throughout the Southeast. The Can-

opy Fund places money in timberland assets and manages the funds on behalf of investors.

After graduating from Auburn University with a degree in forestry, Inge managed and operated Beeker Timber Company in Eutaw, Alabama. Inge then received an accounting degree from The University of Alabama College of Commerce and Business Administration.

Inge and his wife, Elizabeth, have two children, William, 6, and Anna Christian, 2. Inge is a registered forester in the state of Alabama. He is a state board member of the Alabama Forestry Association, a member of the State of Alabama Board of Registered Foresters and a deacon at First Presbyterian Church in Eutaw.

## 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](http://www.bhambizmakeover.com). The deadline is July 15, 2010.**

## Upcoming Meetings & Events

### Upcoming Public Speaking Meetings:

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

**Tuesday, July 27, 2010:** Public Speaking Program Meeting (7 to 8:45 a.m.)

**Tuesday, August 10, 2010:** Public Speaking Program Meeting (7 to 8:45 a.m.)

**Tuesday, August 24, 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 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](mailto:marc@corsini.com).

## Summer Sales Conference August 25, 2010

We are proud to announce our **3<sup>rd</sup> 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.

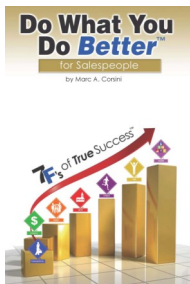
The investment for this conference is only \$99. A DVD of the conference will be available following the event for only \$49.95 (plus shipping and handling).

To enroll, go to [www.corsini.com/Events/03-SummerSales-3rd/index.html](http://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](http://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](http://www.corsini.com) to see details on upcoming classes.