



# hall of fame speaker **JOEL WELDON**

***SUCCESS COMES IN CANS, NOT IN CANNOTS!***

As a former construction worker who turned down a four-year college scholarship because he thought he wasn't "smart enough" to go to college, Joel Weldon is living proof of the power of *one idea* to transform your life! For over 35 years he's been one of the most highly respected and sought-after keynote speakers and sales trainers in North America, as well as an Idea Consultant and Executive Speech Coach for some of the world's leading businesses. Companies that hired him over three decades ago are still hiring him today, because he gets RESULTS!



Joel gives new meaning to the word PREPARATION, and because of that, his message will resonate deeply with every audience. The time he's willing to spend in preparation is what gives him the edge—an in-depth understanding of their specific NEEDS, FEARS, and VICTORIES. That's his secret weapon. And his amazing energy on the platform, combined with his special brand of customized humor, will open their minds to dozens of practical solutions and TIMELESS TRUTHS—the values and principles that continue to stand—no matter how much the world is changing!

Joel is the only speaker to have earned all four of the highest honors in the speaking profession, THE GOLDEN GAVEL, "for his *profound impact on corporate America*," the coveted Communication & Leadership Award, induction into the SPEAKERS HALL OF FAME, and in 2006 he was named LEGEND OF THE SPEAKING PROFESSION.

He's known worldwide for his unique corporate logo—a heavy, 8-ounce can with a label that says:

***"Success Comes in CANS, Not in Cannots!"***



That Can of Success sits on the desks of over half a million people, and its message sums up what Joel has taught them:

*"Forget the excuses. Accept responsibility. And take ACTION!  
Whether you think you can or you can't, you're right!"*



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## ***IT'S NOT JUST MOMENTARY EXCITEMENT***

Get ready for high-energy, rapid-fire, practical ideas that will create not just momentary excitement, but **longterm value!** Here's a list of high content subjects you can choose from:

### ***A. LEADERSHIP—Making the Tough Decisions & Setting the Example***

- The 7 Principles of Inspirational Leadership . . . Shackleton as your role model
- Building teamwork . . . Gaining commitment, not just compliance.
- Don't just lead your horses to water . . . feed them salt!
- Making work fun . . . Using humor and celebrations in the workplace.
- Communicating with the other 75% . . . Not everyone is on the same "channel."
- Conducting more effective meetings . . . Speaking with impact before groups.
- Creating a motivational environment . . . Getting people to *want* to achieve.
- Delegating and time management . . . Getting more done through others.

### ***B. SALES—The Science of THRILLING Your Customer!***

- It's the RELATIONSHIP . . . People buy from people they like.
- Preparation—preparation—preparation . . . The will to prepare to win.
- Powerful questioning techniques . . . Using qualifying questions.
- Selling value, not price . . . Benefit and solution selling.
- Using showmanship that sells . . . Five-sense selling that impacts.
- Understanding and handling objections . . . Why 51% positive wins.
- Making it easy to say YES . . . Closing without fear, without fumbling, without fail.
- Promise a lot, deliver even more . . . Being EXTRAORDINARY in your customer's eyes!
- Creative prospecting . . . Referrals, face-to-face prospecting, and telephone.
- Emulate the top professionals . . . What the great ones do and how they do it.

### ***C. PERSONAL GROWTH—Forget the Excuses! Take Responsibility!***

- Embracing change as a positive . . . How change brings opportunity.
- Improving consistently . . . As good as you are now, you can still be better.
- Accepting absolute responsibility—no excuses . . . *If it is to be, it is up to ME!*
- Practical creativity . . . Thinking in new dimensions with innovation.
- Defining values and priorities . . . Writing a *Personal Mission Statement*.
- Reducing tension and stress . . . The power of positive humor.
- Making a total commitment . . . *It will be done — I'll do it!*
- Developing focused thinking . . . Knowing the target, allowing no distractions.
- Achieving realistic goals . . . Setting objectives and measuring results.
- Conditioning for success . . . Developing positive habits, every day, forever!



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## **JOEL WELDON BRINGS YOU TIMELESS TRUTHS**

Each of the intriguing titles Joel uses has a memorable story which sets up the theme and forms a “golden thread” that weaves through the entire presentation. Your participants will hear real-world, practical ideas and **timeless truths**, illustrated by stories and examples that will be indelibly etched in their memories, forming new habits as they put the ideas into action.

- **Coyote Power** — How you can THRIVE, not just survive. Coyotes have not only survived, they have *thrived* in the face of an all-out war to exterminate them—because they’ve learned to *adapt*, to use *teamwork*, and they exhibit amazing *courage*.
- **Deliver the Blue Vase** — Get the job done in spite of conditions, obstacles and setbacks. With total commitment, almost nothing is impossible.
- **The 7 Principles of Inspirational Leadership** — Ernest Shackleton is your role model for being an Inspirational Leader, setting the example, and making the tough decisions.
- **Elephants Don’t Bite** — Doing the “little things” that get HUGE results.
- **Communicating with the Other 75%** — Versatility erases “personality differences.”
- **Using the Willie Factor** — Increase sales by understanding the Science of Selling — be extraordinary in your customer’s eyes! Don’t just compete — create! Find out what everyone else is doing — and don’t do it!
- **Moso Thinking & Action** — The Chinese bamboo reveals your amazing potential.
- **Jet Pilots Don’t Use Rear View Mirrors** — Looking ahead, not back. Yes, the “good old days” may be gone—but the good NEW days are here, now!
- **The Invisible Horses** — Break loose from outdated, unproductive habits of the past.
- **Five On the Islands** — Defining your values is the key to making decisions. You need crystal clear values to make the right choices. Do you have a personal mission statement, and are you walking your talk at home and at work?
- **A Cemetery’s The Place To Make Your Meetings Come Alive** — Energize your audience and bring your meetings to life. Conduct high-impact meetings and training programs that run on time and get results. Joel can teach you how!

### **TYPICAL COMMENTS AFTER A JOEL WELDON SEMINAR**

- “Every idea, concept and method Joel shared related directly to me and my situation — he really customized it to us.”
- “Loved the PRACTICALITY. No psychological theory or philosophical mumbo-jumbo. The stuff Joel presented was hard core, nitty-gritty, nuts and bolts.”
- “Never experienced something so informative that was that much FUN too!”
- “Why did it have to end — after seven hours I still wanted more! There were eight specific things that I put into operation the next day in my company.”
- “Other speakers have customized their material to some degree, but Joel really understood our unique culture and our challenges, and gave us so many ideas.”



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## **JOEL PUTS HIS ENTIRE FEE ON THE LINE**

### **Here's how this unprecedented, unconditional guarantee works:**

Each of your participants will evaluate Joel's presentation on a scale of 1(low) to 10(high) in answer to these three questions:

1. How VALUABLE were the ideas and concepts Joel presented?
2. How EFFECTIVELY did Joel present the material?
3. How did Joel's program COMPARE to every other program they have attended?

Any evaluation card that averages below 7 is considered negative, and reduces the fee proportionately. (All the evaluation cards will be sent to you for review.) You pay only for POSITIVE ratings, 7 or higher. **Results, not just promises!**

**How many speakers you've hired have actually put their fee on the line?**

EVALUATION OF JOEL WELDON'S PRESENTATION										
A.	How VALUABLE were the ideas and concepts to you?									
	10	9	8	7	6	5	4	3	2	1
	highly			fairly			slightly		not	
B.	How EFFECTIVE was Joel's presentation of the material?									
	10	9	8	7	6	5	4	3	2	1
	highly			fairly			slightly		not	
C.	COMPARED to other sessions on this subject, how would you rate today's program?									
	10	9	8	7	6	5	4	3	2	1
	better			equal			poorer		rotten	
D.	The idea I found most valuable was _____									
	_____									

**Preparation is the key!** Joel will spend up to 50 hours preparing for your program to make sure the ideas he's presenting are right on target, and the fee includes all the planning and preparation time. Travel expenses will be billed in addition for programs out of town.

**Fee schedule:** Joel's speaking fees are quoted on an individual basis. There are several factors that will determine your fee:

- The length of the presentation
- The size of your group
- The location of your meeting
- The time of year.

Call for more information: 1-800-852-8572



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## **WHO ARE OUR CLIENTS?**

### **Aircraft & airlines**

- America West Airlines\*
- American Airlines\*
- Mitsubishi Aircraft\*

### **Biotech & pharmaceuticals**

- Allergan
- Baxter International\*
- Beckman Coulter, Inc.\*
- Ciba-Geigy\*
- Dow Corning\*
- Elanco Products Company\*
- Hybritech\*
- Johnson & Johnson\*
- Nestlé Clinical Nutrition\*
- Novartis Pharmaceuticals Co.\*
- Novo Nordisk
- Parke-Davis\*
- SmithKline\*
- Warner-Lambert\*

### **Computers, software & technology**

- CalComp\*
- Citrix Systems, Inc.
- IBM Corporation\*
- Ingram Micro Corporation\*
- Intel Corporation\*
- Motorola, Inc.\*
- National Computer Systems\*

### **Financial services & insurance**

- Acordia\*
- Aid Association for Lutherans\*
- AIG Insurance\*
- American Appraisal Associates\*
- AmerUs Insurance\*
- AmSouth Investment Services\*
- Bank of America\*
- Citibank Asset Management\*
- Edward Jones & Company
- First Union Securities
- Ford Motor Credit\*
- Guardian Life Insurance\*
- H & R Block Financial Advisors
- LaSalle National Leasing Corp.
- Morgan Stanley Dean Witter\*
- Mutual of New York\*
- Mutual of Omaha\*
- Northwestern Mutual Life\*
- Smith Barney\*
- State Farm Insurance\*
- Travelers Property Casualty\*
- Wells Fargo\*

### **Industrial equipment & suppliers**

- American Standard Corp.\*
- AstenJohnson, Inc.\*
- Crescent Electric Supply
- Ferguson Enterprises, Inc.\*
- Harding Glass\*
- Hughes Supply\*
- LOF Glass\*
- Milgard Manufacturing\*
- Mueller Industries
- Parker Hannifin Corp.\*
- Johns Manville\*
- Sunstate Equipment Co.\*
- Wiremold\*

### **Hotels, restaurants, foodservice**

- Chart House Restaurants\*
- Golden Corral Restaurants\*
- Marriott Corporation\*
- Metromedia Restaurant Group\*
- Nabisco Foodservice\*
- Paragon Steakhouse Restaurants\*
- Ponderosa Steakhouse Restaurants\*
- Quaker Oats\*
- Starbucks Coffee

### **Miscellaneous products & services**

- America Online
- Alternative Resources Corporation\*
- Arbonne International\*
- Capital Title Group, Inc.\*
- Elkay Manufacturing\*
- Ethan Allen Furniture\*
- Federal Express
- Franklin Covey Corporation\*
- Keebler Company
- MasterCraft Boats\*
- McCormick Schilling\*
- Max Factor & Company
- Mobile Mini, Inc.\*
- Nationwide Appraisal & Title\*
- Network General Corporation\*
- Packaging Corporation of America\*
- Radio Shack\*
- Revlon\*
- Scott Paper Company\*
- Serta Mattress Company\*
- Service Merchandise Corporation\*
- SkipperLiner Industries\*
- T-Mobile Wireless\*
- Time Warner Cable Business Class
- Trane Air Conditioning Company\*
- Woolrich Corp.

\* Indicates that Joel was invited back again, in many cases 5 or 6 times, or more!



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## ***Associations and other organizations:***

- American Farm Bureau Federation\*
- American Machine Tool Distributors Association\*
- American Society for Training & Development\*
- American Society of Association Executives
- American Veterinary Distributors Association\*
- Australian Institute of Management\*
- Construction Management Association of America\*
- Dairy & Food Industry Supply Association\*
- General Agents & Managers Association
- Inflight Food Service Association
- Insurance Conference Planners Association
- International Association of Financial Planners
- International Foodservice Manufacturers Association
- Managed Funds Association\*
- Meeting Planners International\*
- Million Dollar Round Table\*
- National Association of Catering Executives\*
- National Association of Chain Drug Stores\*
- National Association of Electrical Distributors\*
- National Association of Foodservice Equipment Manufacturers
- National Home Furnishings Association
- National Roofing Contractors Association\*
- National Society Pharmaceutical Sales Trainers\*
- National Speakers Association\*
- Packaging Materials Manufacturers Institute\*
- Pharmaceutical Manufacturers Association\*
- Society for Foodservice Management\*
- TAPPI Corrugated Packaging Division\*
- Top of the Table\*
- Twenty-Five Million Dollar Forum
- VentureTech Network\*
- Young Presidents Organization\*

## **REFERENCES**

ALLERGAN CANADA, Kevin Skule, President	(800)668-2464
AMERICAN APPRAISAL, Ron Goergen, President & CEO	(410)769-4828
ARBONNE INTERNATIONAL, Rita Davenport, President	(480)991-2990
ASTENJOHNSON, INC. Dan Cappell, President	(843)425-9626
CITIGROUP ASSET MANAGEMENT, John Richards, Managing Director	(253)404-2164
CMAA, Bruce D'Agostino, Executive Director	(703)356-2622
FERGUSON ENTERPRISES, INC., Chip Hornsby, President & CEO	(757)989-2481
GENSCO CORPORATION, Charlie Walters, President	(253)926-2076
MOBILE MINI, INC., Steve Bunger, President & CEO	(480)894-6311
PACKAGING CORPORATION OF AMERICA, John Martin, Vice President	(847)482-2970
RESMED CORPORATION, Joe Muscatell, Executive Vice President	(941)320-8219
SUNSTATE EQUIPMENT CO., Mike Watts, President	(602)275-0601
WOOLRICH CORPORATION, Jerry Rinder, Executive Vice President	(570)769-6464



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## ***WHAT DO THEY SAY ABOUT JOEL?***

“In my entire business career, I have not met a more complete and total professional in the true sense of the word than Joel Weldon. Last year I felt your program was flawless. This year you topped it!”

JOHN MCNULTY, GENERAL MANAGER  
COMMERCIAL MEMORY SYSTEMS, INTEL CORPORATION

“Your enthusiasm and energy filled the room and brought the entire audience of 600 to their feet on numerous occasions!”

RICHARD BAKER, MANAGER OF SALES  
HYSTER COMPANY

“Dealing with a consummate professional is such an honor. You were able to motivate our sales team in a way that has never been done before.”

SHARON D. THORNTON, MANAGER, MEETINGS & CONVENTIONS  
JOHNSON & JOHNSON MEDICAL PRODUCTS INC.

“NOBODY COMPARES!! Your presentation to our National Senior Managers Conference was the highlight of the event. Not only was your program timely and hard-hitting, but so customized to our group.”

NEIL JONES, DIRECTOR OF TRAINING  
RADIO SHACK STORES

“We have had nothing but rave reviews about your program, but I must confess that as a Joel Weldon fan, I expected nothing less. You thoroughly exemplify everything you speak about!”

DONALD R. BELL, CHAIRMAN & CEO  
ROLLINS, HUDIG, HALL

“Your extensive preparation to customize your presentation to the needs of our members was quite refreshing. It’s great to find a speaker who actually practices what he presents!”

DENNIS STORK, EXECUTIVE VICE PRESIDENT  
GENERAL AGENTS & MANAGERS ASSOCIATION

“What was the best part of our four-day National Meeting? Joel Weldon! That really comes as no surprise after seeing the extensive research you did about our group. I can’t recall any convention that has ever given such high marks to one speaker!”

L. RAY CHAMBERLIN, DIRECTOR OF AGENCY SERVICES  
CENTRAL LIFE ASSURANCE COMPANY

“I have never worked with any speaker as thoroughly professional as you. The enthusiasm, dedication to excellence, and content mastery you display, Joel, is simply inspirational.”

RANDOLPH HOBLER, V.P., DIRECTOR OF COMMUNICATIONS  
IBM CORPORATION



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## JOEL WELDON'S AUDIO VISUAL SET-UP INFORMATION

The right room and the right room set-up can make a good presentation even better. The wrong room or the wrong set-up can make what might have been a great presentation not so great. Our goal is to give you a great presentation every time! Joel will be flexible, but 36 years and over 2800 paid presentations have taught him that certain “*little things*” can often be very detrimental to the impact of the presentation:

1. **“DISTANCE IS DEATH!”** – Too big a room, with the audience too far away from the speaker and each other, deadens and depletes the audience’s energy. *Keep people close.*
2. **“NECK TWISTING NO-NO!”** – Having a screen in the corner of the room away from the speaker disconnects the audience from both the speaker and the visuals. *Keep the screen (or screens) close to the speaker so the audience can see both at the same time – without neck twisting!*
3. **“VISUALS MUST BE VISIBLE!”** –A washed out screen, caused by lights above it or directly on it, causes the visuals your audience needs to see to be weak and unappealing, taking away the impact. Joel uses lots of visuals to reinforce his message. *Please make sure the screen is as dark as possible.*
4. **“GOTTA SEE THE WHITES OF THEIR EYES!”** – A speaker’s facial expressions and eye contact are critical. It’s how the audience senses their sincerity and conviction ... “I can see it in his eyes.” *Please make sure the area where Joel stands is in good light – without lighting the screen.*
5. **“IT’S LIKE MUSIC TO MY EARS!”** – A good quality sound makes the message clear and ensures that everyone hears the same thing. Joel works the room and uses a wireless lavalier microphone (tie clip). He brings his own headset mike that fits into any wireless battery pack. *Please have an AV tech on site for at least the first four minutes of Joel’s presentation.*





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## EQUIPMENT NEEDED

### MICROPHONES

- ( ) A wireless lavalier and fresh battery
- ( ) A wireless hand held for audience participation
- ( ) A lectern microphone or lavalier for the introducer (Joel tapes his microphone pack on his belt so he's all wired up and ready to go. Introducer needs own microphone)

**POWERPOINT** Joel uses only a format of 4:3. Please advise your AV people.

**LAPTOP OR BIG SCREEN T.V. MONITOR** Joel uses two laptops! Only one of them is hooked up to the projector (the primary). The other one (secondary) is for his notes and timing, and is synchronized with the primary. Joel will bring both his own laptops and carries back-up slide shows on flash drives.

- ( ) Power strip and power cord for both laptops.
- ( ) USB cable long enough to connect the primary laptop to projector  
(Joel keeps both laptops off the stage on a small table in front of the first row of the audience.)
- ( ) If you're using, for other presentations, a big screen monitor, Joel will use that as his primary laptop. Under no conditions can anyone else advance his slides. Joel will bring his own receivers (2) and transmitter.

### PROJECTOR

- ( ) Maximum lumens are vital to get a bright image. Please make sure projector is set on "full power" and not on a "lamp saver" mode. Brighter is better!
- ( ) Joel will bring his own high lumen projector and a 25 foot USB cable.

### TABLES

- ( ) A 30" wide by 6'0" fully draped (all four sides) table on stage
- ( ) A smaller table for both laptops off the stage by first row

**ROOM SET-UP** Joel will speak from the stage and work the room as well. A center aisle works best—if you have a choice. Please don't over set the room. The worst situation is where the front rows are empty or have only a few people in them. Remember "Distance is Death!" Roping off the back rows and having a helper show people to the front works great. Joel will help too.

### LIGHTING

- ( ) Room lights full up, nice and bright. There will be detailed handouts for all your attendees that they will need to see.

**NOTE** If all of this detail makes Joel sound totally anal—you're right! That's why clients keep calling him "America's Most Prepared Speaker." And if you think this is specific, wait till you hear how customized and specific his message is for your audience!

