



Authors Name Paul Watkins



Key Message

The only thing that really matters in business is making sure you attract the right type of customer and building solid long-term mutually profitable relationships with them – I can tell your delegates how to do that

Topics: Marketing, Sales

Available for:

Keynote
Workshops
Training

Industry Types

Financial Services
Retail
Professional Services

To book :

www.celebrityspeakers.co.nz
www.paulwatkins.co.nz

Speaker Bio:

Paul was Chief Executive of regional visitor marketing organization Tourism Waikato, having held this position for most of the 90s. Was a double winner in the 1996 New Zealand National Tourism Awards for Best Marketing Campaign and Best Tourism Development of a region. Now a professional speaker and marketing consultant.

Co-authored the book “What’s in Store” for the NZ Retailer’s Assn and written books on marketing for the Bank of New Zealand and AXA for use by their business clients. Authored the financial services industry best-selling book: “How some financial advisers make more money than others”

Paul has delivered keynote addresses, workshops or consulted to clients that include Kodak, BP Oil, Stihl, Telecom NZ, NZ Retailers Assn, Westa Travel Agents (USA), GM Holden NZ, AXA, AMP, Yamaha Music dealers, ANZ Bank, Bank of New Zealand and Amcal Pharmacies

Testimonials:

“Your address was well researched, thought provoking and inspirational. You delivered and presented your address with passion and professionalism.” - Colin Dick, National Rural Manager, Harcourts Real Estate Group

“Almost without exception your presentation rated as excellent with all our delegates.”
- Robyn Pickerill, Marketing Manager, Kodak

“You did a great job in guiding us through a variety of important marketing and branding issues which resulted in a meaningful action plan to which we are all committed.” - Alan Lawton, Partner, New Zealand Financial Planning

Books by this Author:

‘How some financial advisers make more money than others’
ISBN: 0-476-01621-5

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DUE For release 2008:

How to be a BIG Fish

Paul also writes regular newsletters for the financial services industry.