



R A D I C A L M E N T O R

Consultant, Speaker, Author and Executive Facilitator
Managing Partner of Master Connection Associates (MCA)

Cindy is the founder of Master Connection Associates, a premiere international training and consulting company, specializing in customer service, sales and leadership performance.

During MCA's history, Cindy has received numerous awards and accolades. The American Society for Training & Development (ASTD) recognized her as one of nine most powerful and innovative speakers and Hospitality Sales and Marketing Association International (HSMAI) recognized Cindy as one of the Top 25 Most Extraordinary Minds in Sales & Marketing. The Award is given for the most innovation, vision and achievement in the hospitality, travel and tourism industry. This year, Cindy was also the recipient of the IACC Pyramid Award for Excellence in meetings.

Cindy's energy, passion, and drive guarantee that her message will always 'hit home'. She addresses multigenerational and multicultural groups from an array of industries. A true "road warrior," Cindy travels almost 50 weeks per year speaking, training and consulting.

Cindy's book "**LIVING WITH NO BALANCE...And *Loving It!***" encapsulates her life on the road, running an international consulting company, assisting with her award winning restaurant, and managing her 200 acre cattle farm in Iowa. In this fast-paced book, Cindy challenges people to feel good about trying to do it all while living in a less than balanced World.

MAKE A DIFFERENCE

**Cindy Novotny 'The Radical
Mentor'**

Master Connection Associates





WELCOME TO
2020!

- Hospitality Industry - record growth in 2019
- Clients finally left their comfort zones
- Ventured into dormant destinations like Egypt
- Middle East growth was incredible

TRENDS...

- Art
- Immersive Activities
- Culture – History
- Cosmopolitan Experiences
- Wellness and Food

ART SURROUNDS EVENTS & TRAVEL

- Aspiration and experiences is more important than the destination or venue
- Themes are back in vogue
- Immersive food concepts
- Themed & innovative meetings



IMMERSIVE ACTIVITIES

- Immersive experiences have always been very popular
- Today we are working with clients who are meeting and learning in a new way
- Volunteering – Engage Foundation!
- Sharing art



MY GIFT TO
YOU....

**SHARED
EXPERIENCES
AROUND THE
GLOBE!**



INSPECT WHAT YOU EXPECT...

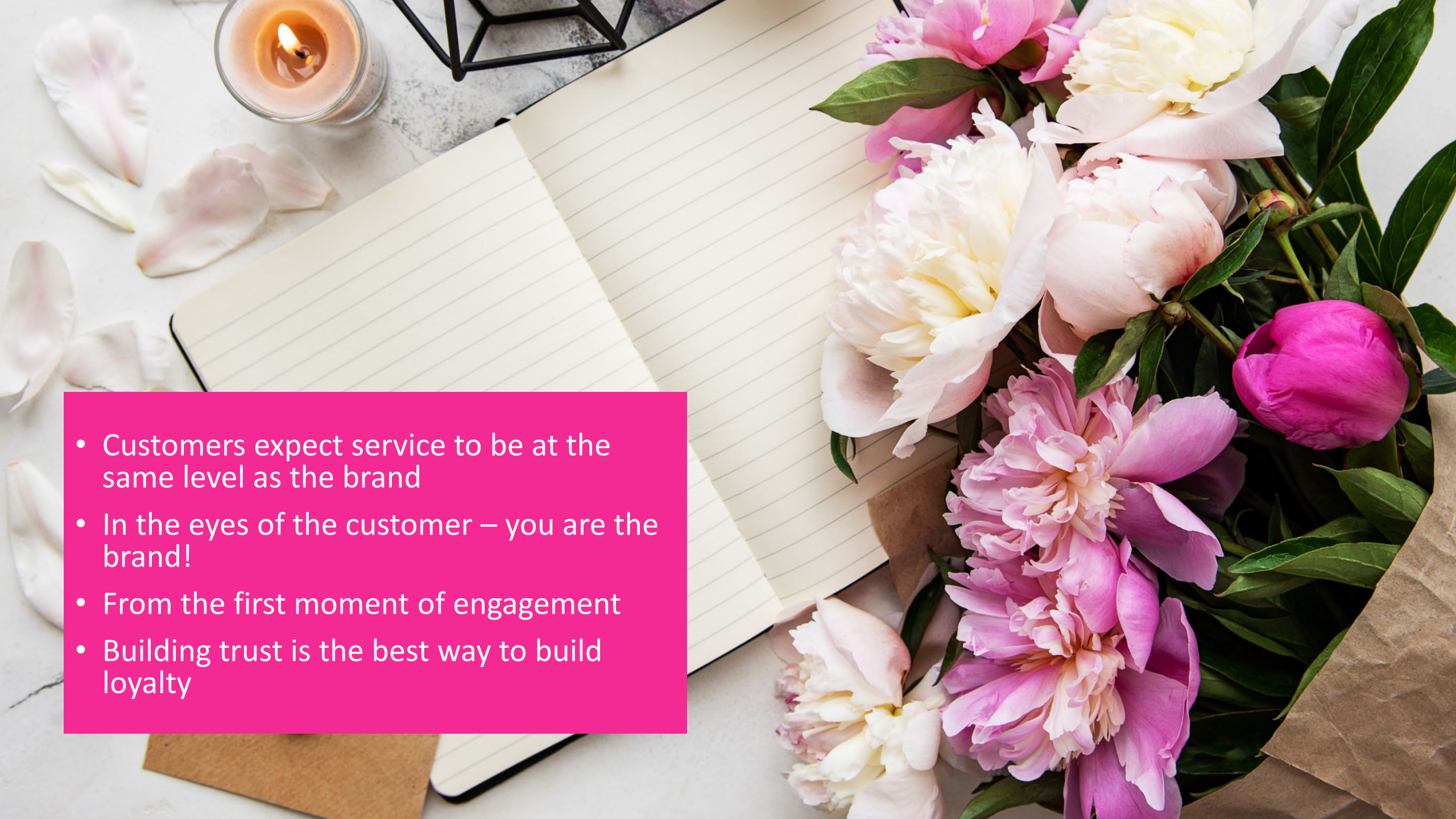
- Mystery Shopping
- Ratings from 1-10
- Someone is always watching
- How are you improving?

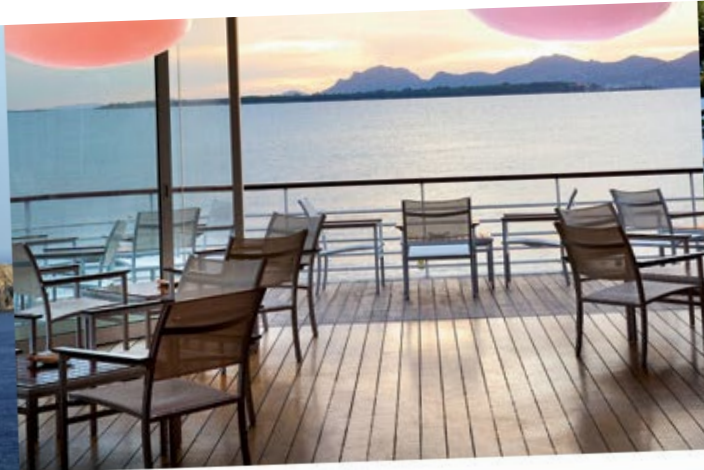


Why Does it Matter?

- Impeccable service
- Closing more business
- A lifetime of success



- 
- Customers expect service to be at the same level as the brand
 - In the eyes of the customer – you are the brand!
 - From the first moment of engagement
 - Building trust is the best way to build loyalty

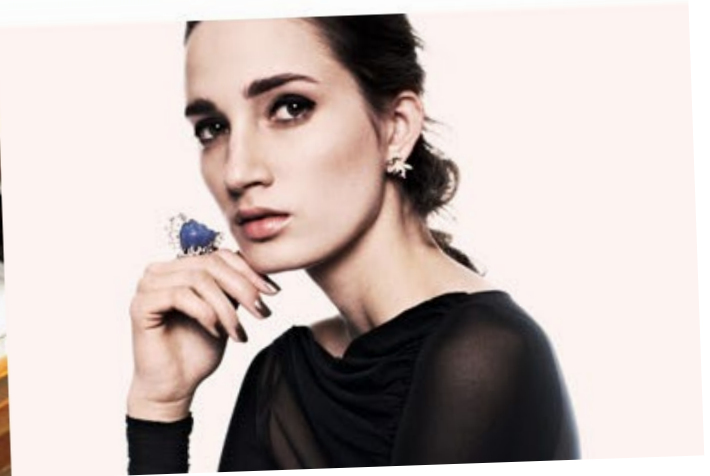


T R A V E L



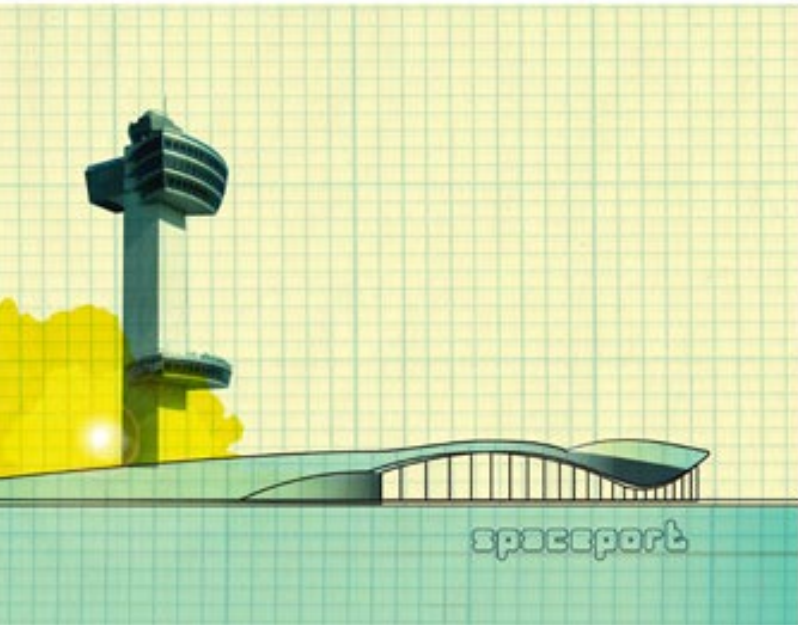


L I F E S T Y L E





T H E N E W T E C H





G L O B A L I Z A T I O N



What is it Worth to Stay Relevant Today?

- Appreciation
- Knowledge
- Innovation
- Discovery
- Relationships
- Willingness to Pay



What are Your Unique Selling Points?

1. Competitive Advantages
2. How you show the differences between you and the competition
3. The personal brand of everyone on your team



MAKE A DIFFERENCE

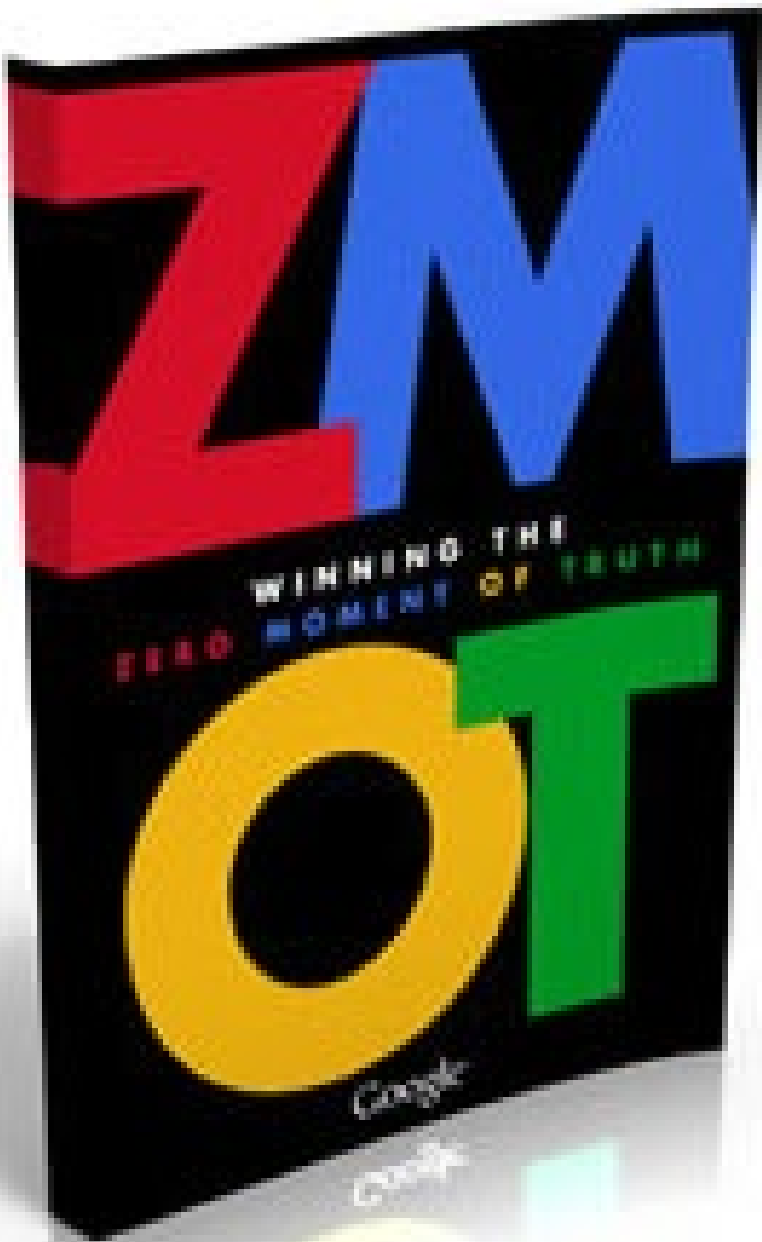
-
- Personal branding allows you to establish a reputation and a professional identity in conjunction with your company
 - Your personal brand is your lasting impression and what people will buy into
 - You have only a few minutes to make a lasting impression





DON'T BELIEVE YOUR OWN PR!

- If you're not branding yourself, you can be sure others do it for you
- Putting a strong personal brand on the frontline of your sales process can dramatically improve conversion rates
- There is no magic to professionalism
- It is consistently hard work



REALITY!

- 78% who use social media as part of their sales process outsell their competition
- Of the 75% of U.S. adults who Google themselves, nearly 50% say the results aren't positive of sales professionals
- 90% of customers check your social media before reaching out
- ZMOT – Zero Moment of Truth



STAY IN SHAPE

- The “sharpening” of your skills is something you must continuously work on
- Building your abilities is, at the same time, a fun and enriching experience
- There’s work to be done to assimilate and grow personally
- To begin with, admit you have room for improvement



**No Awareness =
Obsolete**

**Be Aware | Be
Very Aware!**

The Power of Timing

- People from different cultures require more time to reflect
- Offer silence
- Ask questions regarding choices
- Expect options
- Ask for a commitment when the time is right



LOVE / RESPECT AXIS



LOVE

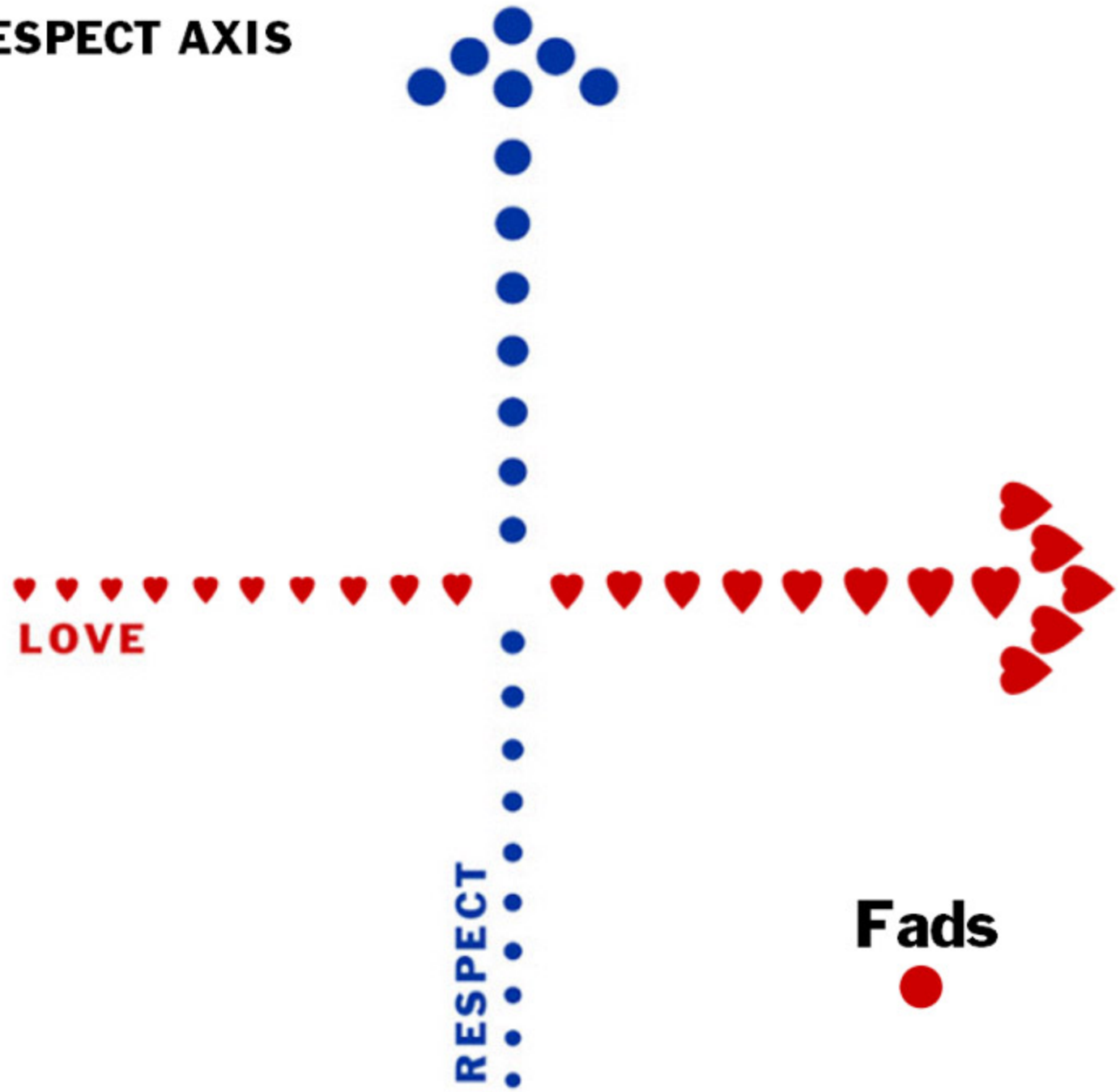


Commodities



RESPECT

LOVE / RESPECT AXIS



LOVE

RESPECT

Fads



LOVE / RESPECT AXIS

Brands



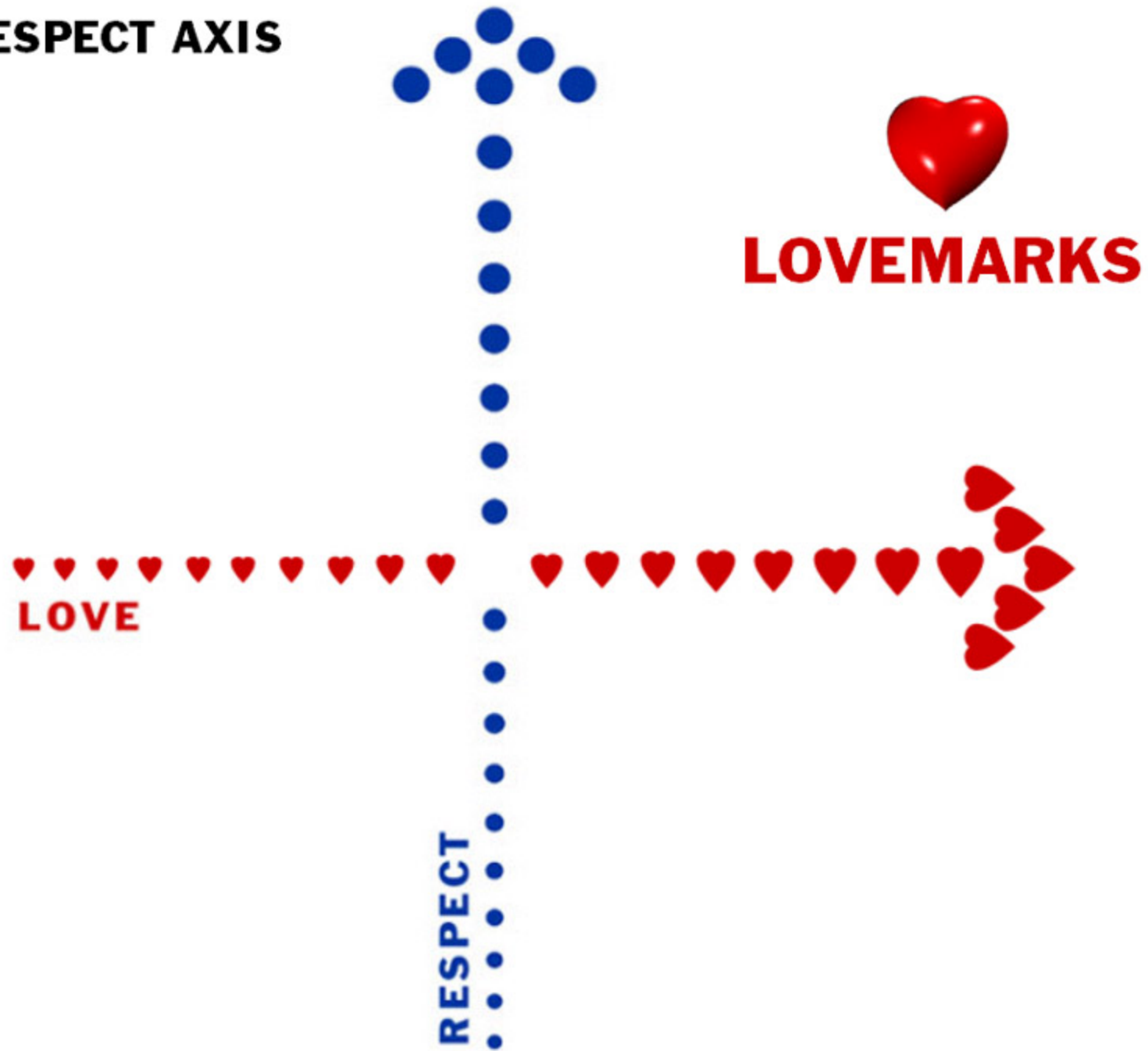
LOVE



RESPECT



LOVE / RESPECT AXIS



Maintain Your Energy

- Hospitality can be physically draining
- There is mental fatigue
- When it rains – it pours!
- Work as a team and pace yourself

12 NUGGETS OF GOODNESS XO

1. Don't take your customers for granted
2. Give a little extra everyday
3. Personally deliver to a client to exceed their expectations
4. Tell stories and have real knowledge
5. Take feedback from an unhappy customer and make changes
6. Allow the right amount of time for a customer to reflect



7. Be genuine
8. Don't let the "we are too busy" get in your way of taking a new client
9. Watch your personal brand
10. Be a thought leader
11. Think twice before you post
12. Always remember someone is trying to compete with you – always!





LET'S DO THIS!



www.masterconnection.com