

Lynda Kavanagh, The "WOW" Gal



Planners have said:

- Not demanding.
- Good use of Humour and stories.
- Easy to work with.
- Knows her topic material. Is prepared.
- Excellent evaluations.
- Researches the audience.
- Understands the challenges of meeting planners.
- Professional with a capital "P".
- Represents the conference organizers effectively.



Fee:

My day rate consists of either one morning session or keynote and one afternoon session or, one morning and one afternoon session. \$2,000 Calgary; travel, accommodations and meals extra.

Authored Resources:

Paperback Book: Sales suck... NOW WHAT?
Audio Books: The 4 HOUR Marketer & The 5 HOUR Entrepreneur
Online training website: www.wowpreneur.tv
Membership website: www.salesandmarketing.tv

Topic Expertise:

Sales and Marketing, Entrepreneurship, Non-Profit Organizational Marketing, Image/ Etiquette (Business & Social media), Networking (Personal & Social).

Industry Knowledge:

Media, Retail, Wholesale, Post-secondary, Non-Profit

Speaking Memberships:

Canadian Association of Professional Speakers (CAPS)
National Speakers Association (NSA)
espeakers.com

Travels from:

Calgary, Alberta, Canada

Contact Information:

Lynda Kavanagh, Head Office Lethbridge 403 329-0179
Calgary office: 403 515-0022
lynda@wowcommunications.ca | www.wowcommunications.ca
www.wowcommunications.ca/salesuck.html
Details, work samples, videos etc can be found at:
www.wowcommunications.ca/t_bureaus.html

Short Bio: Lynda Kavanagh, aka The "WOW" Gal:

What does cycling have to do with marketing a business? Find out in one of Lynda's workshops. Lynda is a world traveler, with most of her travelling being done on a bicycle across Europe. In Lynda's session "Don't coast downhill!" participants become sidecar cyclists as she explains how businesses can't afford to coast. When a business coasts then, just like on a bicycle, you can only coast for a while before you come to a stop. And, for both a bicycle and a business it takes a lot of energy to get started again. Her workshop on Customer Service lets participants experience Venice, Italy through the contrasting service provided by gondoliers and shop keepers. In one of her Sales sessions you will hear her signature story about helping businesses find their "Pink Suede Boot Customer". She brings her world travels and observations about consumer behaviour into every workshop. All key points are memorably reinforced through photos, videos, stories and humour.

Lynda's sessions are created from her expertise and experiences from her "textbook of life". She has been involved in sales and marketing since 1972. Her career path has been interesting ...

1. Her first job, at 17.5 years old, involved sales and purchasing in a cow rendering plant that was also a junk yard.
2. Next she was a salesperson then a sales manager for a new steel company buying and selling across North America.
3. Then she worked in a variety of media organizations in sales, design and general management (print and electronic).
4. And then she worked in public relations and fundraising (selling Motherhood and Apple Pie) for post-secondary.
5. She progressed into college teaching on marketing, sales, graphic design and multi-media.
6. And then finally, in 1994 she started her own sales and marketing company providing full-service agency services, branding, coaching and training.