

Testimonials for Jeanette McMurtry

"I had the fortunate opportunity to work with Jeanette McMurtry in February 2009. What a great chance to increase my marketing skills and get some insight into new opportunities. As Allegra moves into a marketing space, we adjust sales techniques and our own marketing. Jeanette gave me some pretty valuable advice to help me and my team make the transition from selling traditional printing to becoming a partner in my client's business growth. While being a partner and not a vendor is nothing new, viewing our selling techniques from an "emotional" and "engaging" perspective makes all the difference."

"Since attending the workshop, I have begun to change the way I sell. Instead of talking about what I do and how I can help, I talk with my clients about their opportunities and how we can work together to reach their goals."

"I have had an overwhelming response to this shift in technique. My customers are easier to talk with, they are open to my suggestions and they follow up with me. Moreover, Jeanette has been supportive and available for help. I have emailed her ideas and gotten feedback on marketing campaigns. She has a sincere desire to help and that is refreshing. As a team members, this type of training and support is needed and much appreciated. I would be happy to talk with anyone regarding the content or results of her workshop."

-Cathy Harris - Business Development Consultant, Allegra Print and Imaging

"As we have worked through a plan to transition from a printing company to a marketing consultancy with in house production, we felt the need for training that went beyond the Creative Central and Marketing Central webinars. In particular, we were looking for a way to quickly get our sales staff up to speed on marketing concepts and how to sell marketing. Fortunately, e4marketing was looking for printers who wanted to make the transition and contacted us after one of their people met a member of our sales staff at a Rocky Mounting Direct Marketing Association luncheon."

"We had several discussions with Jeanette McMurtry as she customized her training material to our needs. She presented the material in two off site sessions, and used one of our printing customers as a case study for us to work through together at end of the second session."

"As a result of the training, the sales staff became much more comfortable with marketing as a product line, and one account manager who had been very resistant talked about marketing programs at the next meeting of his networking group. We have captured the design work from the customer we used in the case study, and we are working toward some of Jeanette's other recommendations."

"I found the e4marketing training was a valuable addition to the Creative Central and Marketing Central webinars because it gave us additional sales techniques and greatly increased the comfort level of our sales staff with marketing communications."

-John Unruh - President, Owner, Allegra Print and Imaging, Denver Colorado

“The RMDMA had the pleasure of having Jeanette as our speaker for our monthly event in May 2007. Jeanette gave two presentations: “Moving from USP to ESP” for our workshop and “Big Business Marketing for Small Business Budgets” for the luncheon presentation. Both of her presentations were thought provoking and provided valuable information to our attendees. One workshop attendee said, ‘Her presentation breaks the mold to think about ESP’s in an effective way. I really needed this reality check.’ Jeanette’s performance as a public speaker, her background, and her expertise make her an ideal choice as a speaker.”

-Mary Shaw - Executive Director, Rocky Mountain Direct Marketing Association

“As publisher of Advertising & Marketing Review, I have had the privilege of using Jeanette McMurtry’s talent for both speaking engagements and writing articles for the publication. Her knowledge and presentation skills for are second to none.”

She has contributed features for the magazine on two separate occasions. The March 2007 issue feature was titled “Moving from USPs to ESPs: Capturing Lifetime Values Through Innovative Emotional Strategies.” The second feature was in September 2007, titled “Creating a Memorable Experience.” Both received excellent comments from readers and were widely read.”

“After hearing Jeanette speak about emotional marketing on several occasions, I arranged for her to speak to The New Denver Ad Club at a two-hour morning event. The evaluation sheets collected after her presentation all praised her excellent content and delivery. I know she has made similar presentations to the Rocky Mountain Direct Marketing Association and to a marketing series presented by G.A. Wright Marketing.”

“There is no question in my mind of Jeanette’s ability to hold an audience with both her writing and speaking skills. Her knowledge and experience in marketing have positioned her to present many fascists of the industry. I would heartily recommend her to any organization seeking additional knowledge on marketing.”

-Ken Custer - Publisher, Advertising & Marketing Review

ATTENDEE RESPONSES

- Brilliant.
- Thank you for making our team look good.
- I’ve tried for a couple of years to get through to this client and get more business. Once I started using High Voltage Selling Techniques, I got their attention and four new business opportunities immediately.
- Best session of the entire 4-day conference.
- Innovative. Fresh and actionable ideas any company can use.
- Invite Jeanette back next year.

- I plan to start using her principles and ideas immediately.
- Great presentation! Thanks for the new ideas.
- Jeanette really gets you thinking about things you haven't thought of before.
- I am anxious to get home and start using Emotion Selling Propositions in my marketing programs.