



BASS-ACKWARD BUSINESS WORKSHOP

Presented by

Steve Beecham

Video of Steve speaking can be found at:
www.stevebeecham.com

LEARN HOW TO CATCH YOUR OWN FISH BY THE TAIL.

Everyone needs more referrals! Yet, most of us do not know how to get them. It takes a little understanding, a little practice and then a commitment to never stop building on what you've started. The Bass-Ackward Business Workshop is all about referrals with the purpose to learn more about why people refer others and how to build on that knowledge while growing your referral foundation.

The workshop will begin with a 20-30 minute presentation where Steve shares stories about life experiences that helped him develop his ideas on how referrals promote both personal and professional growth. Through discovering others "Pains and Pleasures", you'll learn how having a "Deeper Conversation" will lead to a better understanding of what you need to know. These insights will give you a "deeper" understanding of what others need while encouraging more referrals to come your way. We call it "Painting Pictures" and like the adage goes, if a picture is worth a thousand words, then the sooner we start painting, the sooner we'll be on our way to gathering the referrals we want.

The second part of the workshop is where you'll learn how to make these strategies become a way of life. Steve teaches you how to "Build a Village" using your sphere of influence and how to stay in "Constant and Consistent" contact with your "village". Combined with learning "How to Paint", you'll see how these "pictures" come to life through role playing and interacting with others in the group.

At the end of the training session, you will leave with a renewed enthusiasm on how "Helping and Not Hustling" others for business is not only a better way to grow business, but one that is enjoyable and has endless possibilities.

All workshops and speeches can be tailored to the audience and the time allowed.

Steve Beecham
770-634-2531

Steve@hometownmoney.com
www.stevebeecham.com



Steve Beecham

- 20 years Entrepreneurial Experience: Residential Mortgage & Rental Management, Retail and Environmental Services & Recycling.
- Author, "Bass-Ackward Business", "The Power of Helping without Hustling".
- Past President of the Georgia Association of Mortgage Brokers; Listed as one of the Top 5 Loan Officers and Top 5 Mortgage Companies in the State of Georgia
- Ten years serving on Non-Profit Boards including: Ron Clark Academy, North Fulton Charities and the Alpharetta Public Safety Foundation.
- Who's Who in Finance, Atlanta, GA.

Steve Beecham is President of Home Town Mortgage in Alpharetta, GA and an author and speaker who shares his techniques for helping companies and individuals succeed in business through networking and leveraging their social connections.

Steve began his career in retail as the owner of a Men's and Women's Clothing Store. Since that time, Steve has owned and started other businesses, all which have required developing personal skills in the areas of sales, client relations and business management. While in the mortgage business, Steve interviewed hundreds of sales people and trained many top producers. In turn, this experience taught Steve how to identify **the common elements of success**. Through these trials and tribulations of entrepreneurial business, Steve **developed a remarkable system of increasing sales, without hustling business. The idea is to help first and business would follow naturally.**

Over the years of applying the concept of "helping", Steve has become "the Mayor of his Village", a concept that he explains in his Book "Bass-Ackward Business". More importantly, Steve employs this simple principal in every aspect of his everyday life, both in business and personally. The key to Steve's success is being someone who cares and is quick to offer help without an indication of selling anything. The thought is if there is business to be earned, then through helping and earning trust of his community, business will follow.

Steve's approach has recently been featured in a famous book's rewrite: "How to Win Friends and Influence People in the Digital Age", a modern adaption of the bestselling personal growth book of all time from Dale Carnegie. In the book, Steve is accredited for his success on how making friends has led to a predictable model for business prosperity.

For the last several years, Steve has hosted overnight brainstorming retreats where business people share experiences and receive input from others like themselves. Currently, Steve has expanded his training experience through offering speaking engagements, training workshops and ongoing coaching.

A video of Steve speaking can be found at: www.stevebeecham.com. Steve's book and information on workshops and speaking engagements can be found at: www.bassackwardsbusiness.com.