

# Altitude Essentials™

## EXECUTIVE SUMMARY

**BIO** An Oregon based consulting firm since 2002 specializing in business and executive coaching, agent and broker services, highly specialized corporate events, speeches and worksessions for associations, and public presentations on a wide range of business topics.

Areas of expertise include customer relationship management, marketing, strategic sales, meeting and event production, sponsor engagement, media and public relations. Available worldwide, platforms for delivery include keynote speeches to industry summits and corporate gatherings along with videoconferences, webinars, and executive retreats.

**FOUNDER** Brent Dahl CMP

Professional experiences spanning 44 states and 4 countries over twenty five years, a tested veteran in management, marketing, public relations, consulting, meeting and event management, also a public speaker and certified corporate trainer, nationally published columnist and book editor, career and resume coach.

Education: B.S. Social Psychology and Business Management, University of Oregon  
Certifications: Certified Meeting Professional (2001 - 2011), Convention Industry Council

**SERVICES** Brand Remodeling and Repair  
Business Cards and Networking Fundamentals  
Corporate Retreat Management  
Representative Retainer and Broker Services

**SPEECHES** Set Your Altitude Pack Your Essentials  
Top Ten Meetings In Your Life  
Power and Control Over Economic Uncertainty  
Niche Growth: Satisfy Demand Then Seek Transaction Efficiency  
Emotional Marketing  
Rejection: What To Do When They Don't Want You

**WORKSESSIONS** Soar With The Eagles  
Design and Stage High Impact Events  
Sponsorship Procurement and Activation Benchmarks  
Sales Habits Sales Habits Sales Habits  
Trade Show Strategies (Must Do Tasks Before During After Show Hours)  
Great Customer Service Is Recession Proof

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