

STEVE JONES SPEECH TOPICS

Brand Like a Rock Star

Based on the best-selling marketing book, this keynote energizes, entertains, and educates. Through stories, songs, and videos, Steve shows how to elevate your business through strong core values, passionate consistency, experiential marketing, competitive awareness, and consumer focus.

Sell Like a Rock Star

Every decision is a sales decision. We are all selling. Just like in the music business, there are regular everyday average sales people, and there are rock stars. What makes a rock star? How does someone grow from average to extraordinary? In this keynote, Steve shows how sales rock stars are created.

The Financial Services Rock Star

Based on Brand Like a Rock Star, this keynote is custom made for banking, insurance, and financial services sectors, showing how these traditionally conservative industries can tap into the passion, excitement, and enthusiasm of rock 'n' roll. This keynote is filled with stories, music, and video to entertain and engage while simultaneously educating and inspiring.

Rock Star Customer Service

Rock stars don't have customers. They have crazed, raving fans. While customers are transactional and come and go, fans are loyal for life. They have a deep emotional investment in you. This music-filled presentation explores what musicians do differently to create an experience for their customers, and how they keep their fans engaged and coming back for more.

Creating Corporate Culture that Rocks

Lennon & McCartney became the most successful songwriting duo in music history, composing 180 songs together and selling over 600 million records as The Beatles. This magical collaboration happened because two very different people with two very

different sounds built on each other's influence. Lennon made McCartney darker and more pensive. McCartney made Lennon more melodic and upbeat. Each of them brought something different to their relationship, and the result was a collection of songs unlike any other.

Does your company embrace both Lennon's and McCartney's? Great culture comes when a company builds on the unique influences of diverse people, allowing each of us to make the other better.