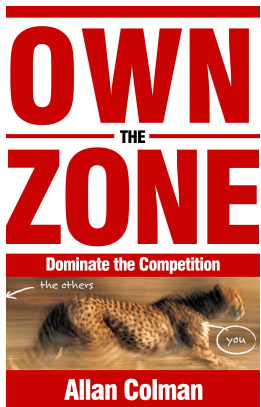


# Own the **CLOSING ZONE**

**Speaker & Author** Dr. Colman is an expert in strategic business road-mapping for business owners. His business and academic experience have qualified him as a foremost authority on closing new business through structured Sales activity.



## KEYNOTES and WORKSHOPS



Dr. Colman's ideas are based upon his book, *Own the Zone: Dominate the Competition*.

Outlining what leaders need to know about the closing zone, this book is a must-read for professionals interested in growing sales.

*Own the Zone* combines techniques in a framework that help firms sell high-end services.

## KEYNOTES

- **A Roadmap to Winning New Business**
- **Exceptional Leadership in the Closing Zone**

## WORKSHOPS

- **Own the Closing Zone Workshop**
- **Great Burger Wars**

## DR. ALLAN COLMAN

### Business Development Executive, Speaker and Author

Allan Colman is the creator of the Closing Zone, a proven approach to closing more business in less time. Dr. Colman has spent more than 26 years teaching individuals and professional services firms how to dramatically increase their revenue.

As a sales expert, motivational and keynote speaker, his clients often refer to him as their

### MENTOR AND TORMENTOR.

Allan's topic selections are custom tailored, including one-hour keynotes, half day or full day seminars, weekend conferences or on-site instructional workshops. He utilizes interactive and entertaining methods to encourage professionals to go beyond traditional marketing to close the deal and win the business.

Colman is author of *OWN THE ZONE* (AudioInk Publishing, 2012) and the co-author of *LEAD LIKE A BOSS* (AudioInk Publishing, 2012).



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## KEYNOTE PRESENTATIONS

### A ROADMAP TO WINNING NEW BUSINESS

What does it take to out-think your competition? Dr. Colman's inspirational keynote helps audiences worldwide use clever techniques to uncover client's needs in order to win and keep new business. Dr. Colman's 25 years of experience helps firms increase revenues.

### EXCEPTIONAL LEADERSHIP IN THE CLOSING ZONE

Discover the 6 Laws of Leadership, related to leading teams to grow revenues in your firm. Dr. Colman uses humor, case studies and powerful insights in this keynote presentation motivate teams to grow.

## ON-SITE WORKSHOPS

### OWN THE CLOSING ZONE WORKSHOP

Based on Dr. Colman's research from his book OWN THE ZONE, attendees will learn a new set of tools to effectively hunt and capture new business. Key elements of this 3 hour workshop with interactive workbook include:

- Why Should Your Firm be Hired?
- Doubling the Number of Prospect Meetings;
- Retaining Clients;
- 12 Steps to Asking for Business;
- Building OPPORTUNITIES.

### THE GREAT BURGER WARS

Does your team need practical experience to grow your firm's revenues? Dr. Allan leads team members through a pitch with a clever "reality show experience" which teaches hands-on skills to attract, build and win a new client. Geared for selling services, Dr. Colman will help your team overcome objections with ease. This 3-hour workshop can also be combined with Own The Closing Zone workshop to create a powerful team building event.

## BEST FIT AUDIENCES:

Associations, professional firms, corporate groups, business organizations, universities.

## TESTIMONIALS

**"...energize us to fight for a new marketplace"**

*Michael Cobo  
COO, DecisionQuest*

**"...ability to push to get bottom-line results..."**

*Kathryn M. Hindman  
Partner  
Bullard Law*

**"...marketing restructuring program of our 15,000 person company helped us generate new business and become more effective."**

*Art Darrow  
Chairman and CEO  
Dames and Moore*

## RECENT MEDIA INTERVIEWS:

Bob Pritchard from The Bob Pritchard Radio Show, Chaz Allen of Little Known Facts Radio Show, Jennifer Bridges from PDU's2Go, Bryan Heathman CEO of Made For Success.

## PUBLICATIONS AND BLOGS:

**Publications:** Bloomberg Law, Law 360, Managing Partner, Of Counsel, Marketing the Law Firm (Editorial Board) and several other publications.

**Blogs:** Thomson Reuters Legal Solutions, and Law Journal Newsletters.

## ABBREVIATED SPEAKING LIST:

General Electric, Dupont, Sears, PriceWaterhouse Coopers, American Institute of CPAs, International Bar Association, American Lawyer Media Conferences, Chicago Law Bulletin, National Hispanic Bar Association, State and City Bar Associations, Minority Corporate Counsel Association, Lawyers Associated Worldwide, State Law Resources.