

MARKETING

PRICING



Mitche Graf

WWW.MITCHEGRAF.COM

MEET MITCHE

Daddy of 3, serial entrepreneur, best-selling author, speaker, and nationally syndicated radio show host Mitche Graf has been a passionate lifestyle entrepreneur for over 35 years, dangling his toes into the ponds of many intriguing industries along the way. From selling lemonade in the 3rd grade, to selling bikes out of his garage in the seventh grade, to running four companies today, he has prided himself on knowing how to squeeze every drop of potential out of his endeavors.



In the middle of all of this, he took a year off from running his own companies to become the President of a Class A affiliate of the world-champion San Francisco Giants baseball team for a season and undertook an organizational re-brand which culminated in a 12% increase in attendance, one of the best in all professional baseball in 2019.

His nationally syndicated radio shows 'Business Edge Radio' and the 'Business Edge Minute' were launched in the spring of 2020 and are now available on nearly 75 radio stations across the country, with more coming on board every month. He also is the host of the very popular 'The BBQ Radio Show' which is also nationally syndicated and can be heard on radio stations and as a podcast.

Mitche's high-voltage seminars and workshops have been delivered around the world to over 95,000 people in nine countries and nearly every state in the U.S (except Maine!). His cutting-edge articles and columns have appeared in the pages of business trade magazines such as CEOWorld Magazine, Rangefinder, PPA Magazine, Limo Digest, Chauffer Driven, Image Maker, and Fresh Cup, as well as many online marketing sites and blogs.

Getting punched in the face from failure is probably the best teacher he has ever had and most of the lessons he has learned were born out of those failures. Mitche is passionate about the outdoors, laughing, playing guitar, reading, listening to great music, cooking and eating, taking a tremendous amount of time off to chill, and most importantly, spending time with his family.

In his spare time, you can find him being the Sprint Coach for the local high school track team, being the PA Announcer for the Molalla High School Football, Basketball, Swimming and Track teams, or as a volunteer for the schools in his district. He spends much of his time looking for ways to work smarter, not harder, so he can spend more time doing and enjoying the things in life that are most important to him. He believes that EVERY DAY IS A SATURDAY, and this perspective inspires him to wake up every day with a sense of excitement and enthusiasm to live his life by design.

LECTURE/WORKSHOP TOPICS

VIRTUAL PROGRAMS

Mitche has taught over 95,000 entrepreneurs in 9 countries and nearly every state over the years in the fine art of business, and would love to spend time with your group virtually.

INTENSIVE WORKSHOPS

Give your group the focused attention it needs in an intensive setting where Mitche can work with you one-on-one. Programs range from 1-3 days.

KEYNOTE LECTURES

Mitche can present a high voltage convention opening or closing keynote to your group, and will give your members laser focused content with actionable take-aways.

Whether you are looking for a program on Lifestyle Design, 6-Star Customer Service, Branding, Business Basics, or a combination of all, Mitche Graf can deliver the highest quality content, with a kick! His easy-going style is a crowd favorite and we are sure your attendees will connect with him on a personal level.

TRENDING TOPIC



DELIVERING 6-STAR SERVICE IN A 1-STAR WORLD

This high-energy program will take a deep dive into what it really means to go above and beyond customer expectations and create fans for life. You will learn the concept of what it means deliver a "6-Star" experience every single time and how to make sure you are set up for business success.

In this cutting-edge presentation, you will learn:

- The six keys of the revolutionary "6-Star Service Manifesto" and how to implement them into the foundation of your successful business
- How to proactively solve problems before they become an issue and turn customer complaints into five-star reviews
- How to design a customer-focused culture so powerful that your employees will automatically do the right thing
- How to institute guidelines that will allow you to hire only the right employees from the start and revolutionize your new employee training
- How to use social media marketing to your advantage in forming customer perceptions and creating customer loyalty
- How to go the extra mile for your customers, even when you don't want to, and create a mindset of "exceptionalism" in yourself and your employees

From the grocery store, to the gas station, to the TSR on the phone...there has been a major shift away from making the customer the number one priority to making things convenient, fast, and cheap. In all of this progress, the customer has been left behind and forgotten.

If you can provide an unsurpassed commitment to taking care of your customers' needs, you will be able to blow your competition away and put your business at the top of the food chain. This program will become the new standard in customer care and making customer service fun again!



BUSINESS BASICS BOOTCAMP

INTENSIVE WORKSHOP

Have the radical changes in the economy caused your business to face new and unique challenges? Are you looking for creative ways to get your business back on track and get the lifestyle that you deserve? Then this revolutionary workshop is for you. The world of business has changed forever.....and either you change with it or you will be left behind to lick your wounds. Which will you be?

This fast-paced and high energy workshop taught by one of the industry's most sought-after instructors, Mitche Graf, will teach you the basic business skills that are needed in order to run a successful business, regardless of what industry you are in. In this meat-and-potatoes program, Mitche will teach you-

Lifestyle Design

- How to develop a new "24-7" mentality
- How to live every day like it was Saturday
- How to find a balance between your personal and professional life

High Voltage Branding

- How to implement the elements of a successful brand
- How to identify if your brand is "broke" and simple ways to fix it
- How to understand the "5-Second Image Challenge"

Effective Time Management

- How to implement the Graf 95/5 Principle to maximize your efficiency
- How to get twice as much done in 1/2 the time
- How to identify "time wasters" from your schedule and eliminate them forever

Power Marketing

- How to develop the "hook" that separates you from the rest of the pack
- How to use the power of social media to your advantage, and NOT get swallowed by it
- How to create "sure-fire" marketing campaigns that will not break the bank



Sales Magic

- How to develop an effective sales system that will increase profits
- How to increase your sales averages without raising your prices, regardless of what you sell and what industry you are in
- How to make your price list your #1 salesperson

Pricing For Profit

- How to create an incentive-based pricing philosophy for your products
- How to build "irresistible packages" for your products and services
- How to determine if your prices are correct or need adjustments

Mastering Social Media

- How to harness the power of the web to give you the winning edge over your competition
- How to leverage your knowledge and expand your brand using proven online techniques
- How to not allow social media to become a "time bandit" and create an addiction that can't be resisted

Our Typical Schedule WORKSHOP SCHEDULE :

- 8:30-9:00: Registration and Networking/Coffee
- 9:00-12:00: Morning Intensive Session
- 12:00-1:00: Lunch/Bonus program
- 1:00-4:00: Afternoon Intensive Session
- 4:00-5:00: Networking/Q&A

THIS WORKSHOP CAN BE TAUGHT AS A PRE-CONVENTION INTENSIVE MODULE, OR CAN BE OFFERED AS A SEPARATE EVENT FOR YOUR MEMBERS. PLEASE CONTACT OUR OFFICE TO DISCUSS HOW WE CAN CUSTOMIZE THIS VERY POPULAR EDUCATIONAL OPPORTUNITY. EACH OF THE MODULES CAN ALSO BE GIVEN AS A PLATFORM PROGRAM OR SHORT-FORM SEMINAR.

HIGH VOLTAGE BRANDING

CREATING A "BLUE OCEAN" STRATEGY In today's highly competitive world of business, the strong will survive and the weak will perish.....which will you be?

This program lead by one of the industry's leading business instructors, Mitche Graf, will teach you the secrets for how to create a "blue ocean" for your products and services and how to separate your brand from the rest of the pack. The world is filled with "red oceans"....everyone competing for the same clients with the same products, same services, same everything.....and this high energy and entertaining presentation will give you the tools necessary to win the sales and marketing war!

When the client can't differentiate between you and everyone else, it becomes a pricing war and you will always lose that battle. Mitche has been involved in sales and marketing for over 30 years and has ventured into many exciting industries, from selling lemonade at the age of 4 to the running of 4 companies today. He prides himself on knowing how to maximize each and every business he has been involved with, and has an advanced degree from the "School Of Hard Knocks". Through all of his experiences, he's learned that the basic principles of life and success are the same regardless of who you are and what you do.....YOU MUST LOVE WHAT YOU DO WITH ALL YOUR HEART!

He firmly believes that life is meant to be lived, not endured, and that we each have the ability to make a difference in the world, by taking an ordinary everyday situation and turning it into a magical moment. Don't miss this opportunity to really shake up your perception of what a successful brand means and how to put yours at the top of the food chain.

You will leave this motivational program with a clear path on how to create a blue ocean for your business. Learner Outcomes - Understand that your "brand" is much more than a log on a piece of paper - Understand that successful brands have several characteristics.

QUANTUM LEAP MARKETING COLORING OUTSIDE THE LINES

This educational, dynamic and humorous program is jam-packed with meat and potatoes information that will give you a new perspective of your business and your life. You will be challenged to put an extra dose of excitement and passion into your career, and will learn how to become a "Power Marketer".

This program is designed to give you the basic tools to not only compete more effectively in the battle for clients, but to win the marketing war.

MITCHE TOPICS

- High Voltage Branding
- Power Marketing
- Effective Time Management
- Lifestyle Design
- Motivation & Inspiration
- Entrepreneurship
- Delivering A 6-Star Customer Experience
- Work/Life Balance For The Busy Entrepreneur
- Starting A Business
- Selling A Business
- Controlling Social Media (before it controls you)



NATIONALLY SYNDICATED RADIO SHOWS

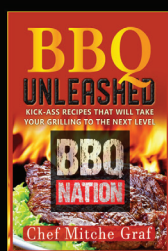
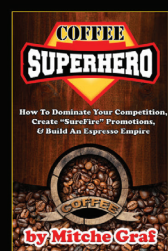
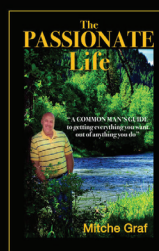
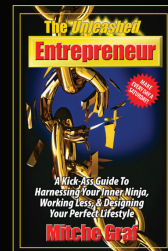
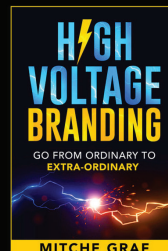
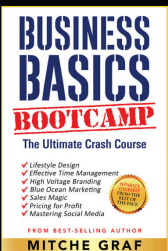
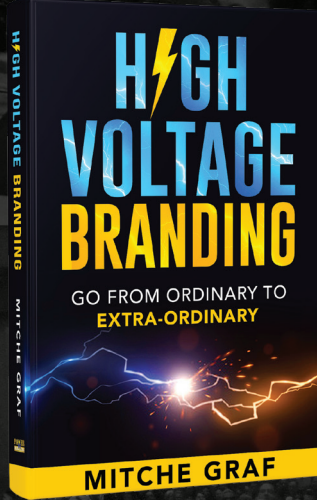


Available on over 75 radio stations across the country, with a weekly listenership of 350,000+.
Also available on all podcast platforms



Available on over 20 radio stations across the country, with a weekly listenership of 50,000+.
Also available on all podcast platforms.

BOOKS



TESTIMONIALS



"I can't thank you enough for what you have done for me and my family. I feel like I have let life slip by me for the last 20 years until you gave me the control back. I owe you my life!" - **Cliff-Detroit, MI.**

"Great Seminar! We came away with confirmation that we were on the right track with some of our marketing ideas and also tons of new ones. I guess an old dog can learn new tricks! Your program was probably the best we have ever been to!" - **Donna and Trudy - Cookeville, TN.**

"Over the past 10 years, I've attended seminars and workshops from Mitche and each time I walk away with a plethora of useful knowledge. I applied several of his sales and marketing concepts to a new business I started last year, and we doubled sales the first 3 months. Not bad in my opinion!" - **Steve and Victoria- Vancouver, Canada**

"I Just wanted to say what a life-changing seminar you gave in Boston! - I enjoyed it tremendously! And yes the actions are underway!!! I think our business will double in size this year because of you!! Plus, I can see my entire life getting back on track!" - **Colin-Boston, MA.**

"Wow! So much great information and ideas, in only 4 hours! I hate to think what a full day would be like with you" - **Kevin - Brooklyn, NY**

"An old dog CAN learn new tricks! I've been in business for over 45 years and thought I new it all. After studying with Mitche Graf I increased my take-home pay by 100%, and reduced the time worked each week by 25 hours. I'm now signed up for his PowerTeam Coaching & Mentoring and expect to grow even more." - **Raymond, Seattle, WA.**

"My advise to anyone who is thinking of starting a business...don't do anything until you hear Mitche speak. He will change your perspective on what is important." - **Synthia- London, England**

CONTACT

FOR BOOKING INFORMATION :
PLEASE CALL 888-719-4692 OR
SEND EMAIL TO SALES@MITCHEGRAF.COM

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MITCHE'S BRANDS



WWW.MITCHEGRAF.COM