

Building a Community of Clients

formerly '150 Monkeys in Cyberspace'

Human social groups like military units, church congregations, modern hunter / gatherers, and even our facebook friends are dictated by our primitive evolution. Regardless of your industry, product or service, sales and marketing is all about people and our relationships. With today's emerging technology and consumer sophistication, it's more important than ever to understand why we do what we do

In this presentation, Chad Peevy applies research theorem, spanning over 65 years, from psychology, anthropology, sociology, biology, and several other "ology's" to sales and marketing. Peevy demonstrates through observation of primate behavior and the phenomenon of celebrity, how any business can get noticed and build a following to realize profits.

We'll answer these questions and more:

- How is social media interrupting our evolutionary process?
- Why are some people so exhausting to talk to?
- Why should my business hire a chief story-teller?
- How do I prioritize relationships?
- How do I recognize important relationships and maintain them?
- How do I most effectively communicate my sales message?
- How can technology / social media keep me relevant?

Length of Program: can be tailored to a 30 or 60 minute presentation.

Program Format: Presentation / Interactive / Question & Answer

Technical Requirements: Microphone for large room, Projector

Chad Peevy is an entrepreneur who thinks about smart marketing. Peevy has worked with hundreds of small businesses in the US and Mexico, all who shared a common objective - to get more business. It may be the word 'enlightened' that sums up Peevy's approach to help his clients realize their goal. As a proponent of smart marketing investments and careful evaluation, Peevy understands the essential need for businesses to consider metrics over hype when making marketing decisions. His portfolio of clientele is eclectic, ranging from mortgage brokers to musicians.

Featured in the Austin American-Statesman, Austin Chronicle, L Style G Style, Grassroots Monthly and many online outlets, Peevy is recognized as an agent for change, and a progressive thinker in his community. He has served as president of a local Chamber of Commerce and founder and former president of the Austin Gay and Lesbian Pride Foundation, producing the largest LGBT event in Central Texas. An educator above all else, Peevy received his bachelors from The University of Arkansas and masters from The University of Texas at Austin.

Check out the website at: www.chadpeevy.com. Follow him on Twitter: @cdpeevy





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Prior speaking engagements:

October 4, 2011	Seguin Rotary Club	Seguin, Texas
August 22, 2011	Dripping Springs Rotary	Dripping Springs, Texas
August 9, 2011	Wimberly Rotary Club	Wimberly, Texas
August 6, 2011	ProductCamp Austin	Austin, Texas *Voted Best Overall Session
August 2, 2011	Cedar Park Rotary	Cedar Park, Texas
June 24, 2011	Brainstorming B2B	Austin, Texas
May 28, 2011	Metropolitan Breakfast Club	University of Texas at Austin
April 28, 2011	Lake Travis Rotary	Lake Travis, Texas
April 25, 2011	Austin Bootstrap Network	Austin, Texas
March 2011	Keller Williams – Round Rock	Round Rock, Texas
March 7, 2011	North Austin Rotary Club	Austin, Texas
March 9, 2011	RISE Entrepreneur un-Conference	Austin, Texas
March 11, 2011	RISE Entrepreneur un-Conference	Austin, Texas
March 29, 2011	East Austin Rotary Club	Austin, Texas
March 30, 2011	Austin Northwest Rotary	Austin, Texas
February 10, 2011	Williamson County Entrepreneurs Network	Leander, Texas