

The Magic of the Season



Christmas waves a magic wand over this world, and behold, everything is softer and more beautiful –Norman Vincent Peale



Once again we find ourselves enmeshed in the holiday Season, the very special time of year when we join in sharing traditions. Just yesterday I realized I had a tradition of driving around the parking lot until I see a shopper emerge from the store, I then follow them around to park!- very much like the Three Wise Men followed a star, week after week, until it lead them to their parking space~

I have been following many of you around this year hoping that I find a parking space in your world that allows me to share my thoughts and ideas!

At this very special time of year I want to thank all of you for listening, reading and consulting with me on matters very dear to all of our hearts~ growing together professionally and in some cases personally.

Christmas is not a date; it is a state of mind!

[Click here to Read on for *State of Mind* Tips and Techniques...](#)

Kerry to Present at International Builders Show

[Call Click or Come By: How to Convert More eLeads to eSales](#)

Date: Tuesday January 19th

Time: 8:00- 9:30

Location: South 221

Speakers: Kerry Mulcrone, Meredith Oliver, Kelly Fink

Description: It's five o'clock; do you know where your eLeads are? Learn six strategies to increase eLead volume ... as well as sure-fire techniques for converting eLeads to sales. Align your online marketing with your onsite sales team, and reap big rewards with increased sales and commissions. This seminar will share proven tips for centralizing and automating follow-up, email marketing, closing for appointments and integrating with your onsite sales team. You'll also learn national benchmarks and best practices for tracking and measuring results.

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From the Desk of Ella Kate:

I want to thank everyone for reading my Korner of Nana's e-Newsletter this year. It has been a blast, letting all of you know how "we" kids don't think that differently than all of you.

I wish this "Holiday Cheer" could go on all year! Everyone is so happy all of the time! Wouldn't it be cool if it did? Not just for one day... maybe we should try to not put it away, like we do the tree, the lights, and the decorations and keep the feelings around for a long time!

My mindset for 2010 is that all things are possible, especially if you want them bad enough, and work hard enough for everything!!

Believe me... nobody can try harder or longer than a 3 year old! Oh, look another Christmas TV Special! I am out of here, see you next year!

Love,
Ella



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“I have had the great pleasure to have worked and be mentored by the best, Kerry Mulcrone. Kerry has always brought creative marketing, brilliant strategic planning suggestions, implemented procedures to hold her staff accountable and always delivers what she has promised. Kerry is not only a great business mentor, but has the energy, vibrance and skill that we all strive to achieve.”



Jenny Johnson
IDC Doors



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Kerry Mulcrone & Meredith Oliver



1) Personal & Professional Business Plans

- What is your 2009 Personal Resolve? Begin with a fresh Personal and Professional Business Plan. Learn how to create and develop your "Preferred 2009 Future".

2) What is your P.C.C. Quotient: Prospecting, Creativity, and Calling?

- These are an Art as well as a Science; see how you can master turning the ordinary call and conversation into prospective new business.

3) Collaborative Selling -- The Sales Process vs. Buyer's Journey

- Make the Sales Process work for you considering today's new buyer and their new Sales Journey. Listen in to understand how you can match the Sales Process to the new Buyer's Cycle.

4) How to Win the Battle of Indecision

- Tune in for great ideas that will help you work with today's buyers; their stall tactics and ambivalence. Get Buyers off the fence by conditioning them to make decisions!

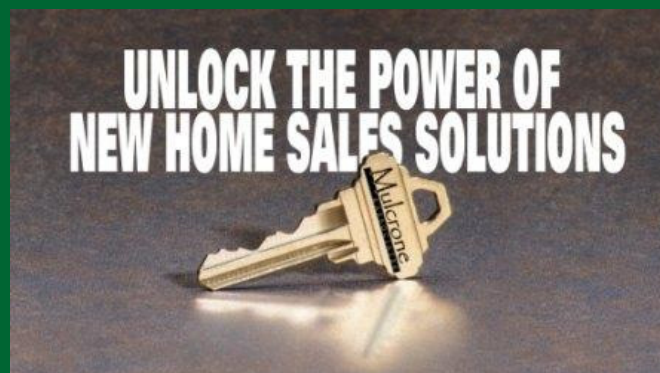
5) The Power of Persistence and Persuasion

- Are you bound and determined; in for the long haul; tenacious and unshakable? Buying cycles are longer...Learn to position yourself for the delayed sale!

6) The Keys to Great Customer Service and Experiences

- 8 Keys to acquiring the natural desire for delighting customers and gaining referrals.

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