



Pam Holloway

Your success is the result of how others perceive you and how well you manage those perceptions ... learn the secret art of influence with expert Pam Holloway

Testimonials

"Pam showed our wholesalers how to increase credibility and relevance, build trust, and speak the client's language—skills that really make a difference [when] building partnerships and increasing sales."

—**Bryan Anderson, Divisional Sales Manager, MetLife Investors**

"Pam Holloway provided our group with important insight on how to build business relationships beyond selling our technical skill. We highly recommend her to anyone who is striving to gain that personal touch with their clients."

—**Leslie White, President, Marketing Associates of Spokane**

"They are STILL talking about your program! Everyone loved it! Knowing how to deal with different kinds of people, personally and professionally, is an essential skill. Thank you for sharing that with us."

—**Cindy Tovey, Vice President of Sales, Dental Select**

"Pam showed us how to connect with different kinds of people, and how to forge a deep, meaningful relationship with another human being. In an age when real human connections are strained, this wisdom is invaluable."

—**Adolphus W. Dunn, Ameriprise Financial**

"Pam has a unique way of capturing the hearts and minds of an audience."

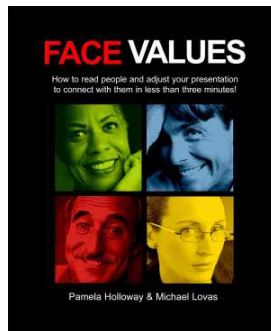
—**Margaret Brown, Merge Marketing**

And you thought success was the result of being smart, conscientious and hard-working. The reality is that success is the result of how you manage the way you're perceived by other people—your customers, staff, colleagues, superiors. So it is essential that you learn how people perceive you, and how to manage those perceptions. That's the most effective way to influence them. And, that is exactly what you will learn from Pam.

She constantly explores the vaults of academic and business research to extract the hidden gems that make the difference for you. Then, she turns those gems into processes, techniques and tools you can start to use immediately. And the end result is that you'll see people react to you in a much more positive way.

This is the real deal and Pam is the real maven. When you hire her to speak, your audience will leave with honed skills that prepare them to read people, prove their credibility, and gain their trust—the essential elements of success.

Pam is a business psychologist, author, speaker and co-founder of AboutPeople, a unique consultancy focused on the people side of business. She coauthored the book, *Face Values: How to read people and adjust your presentations to connect with them in less than three minutes*, and has just completed *Axis of Influence: How Credibility and Likeability Intersect to Drive Success*, which will be released in March 2009. Pam works with organizations of all types and sizes, helping them hire and cultivate top performers and attract, connect with and engage customers. Her experience includes 12 years with ExxonMobil, as well as three years in private practice. Pam holds a Masters in Psychology and undergraduate degrees in Liberal Arts and Computer Science.



An impressive list of clients, like MetLife and Microsoft, have benefitted from Pam's programs which include titles such as:

- ◆ Inside the Minds of Customers and Markets
- ◆ The How-to of Attracting and Maintaining Loyal Clients
- ◆ Increasing Likeability and Credibility
- ◆ How to Capture Critical Knowledge Before it Walks Out the Door
- ◆ Mastering the Art of Reading People
- ◆ How to Clone Your Best People



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