

Business Discussion

Think Bigger, Grow & Succeed

with
Sonia Wray & Gunnar Habitz

Hot Points from the Day

Build your
customer persona

Create content
that connects

I have a choice

Adapt

Be patient

People buy when
they want to buy

Understand your
customer style
and match it

People buy trust

Sales is *just* a
conversation

Get the right balance
of family and business

Key Takeaways

Sonia Wray

1. Know your Numbers
2. Know your Business pitch
3. Expand your comfort zone

sonia@sterlingresults.com.au

Gunnar Habitz

1. Establish your Personal Brand
2. Engage with your audience
3. Evolve from online to offline

gunnar@gunnarhabitz.com.au