



Cliff Quicksell Associates

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## Today's Presenter

Cliff **QUICKSELL**, MASI, MAS+  
President & CEO ~ Cliff Quicksell Associates  
Consultant . Coaching . Speaker . Author

- Industry Consultant, Educator, Author for the past 30 + years
- 1,200+ plus articles on innovation, creativity, & motivation
- Recipient of numerous industry awards
  - PPAI Pyramid Award 30 times
  - CPPA Peake Award for creativity 3 times
  - Printing Industry PSDA Peak Award 5 times
  - First Recipient PPAI Distinguished Service Award
  - Recognized by ASI as one of the top 50 most Influential People in the Promotional Products Industry
  - 8-Legged Media Blog Award for Most Passed Content



Author of:

30 Seconds to Greatness Blog &  
30 Minutes to Greatness PODCAST



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# “9 Ways to Keep Your Business on Track in 2021”

**Cliff Quicksell, MASI, MAS+**  
*President*

Cliff Quicksell Associates & QuicksellSpeaks

# Introduction

# 2020

How do we get, and stay on track for a **Successful** 2021?



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1

Take Good Care Of...  
**You!**



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# 2

# Know Your Value



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3

# Know Your Clients ...and Competition



Know your  
customer



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STRATEGY

4

TACTICS

Have Goals & a Plan

Hold Yourself Accountable



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5

# Educate Yourself

Be Coachable



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6

# Leverage the Community



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# 7 UPDATE

## Review & Refine



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# 8 Ask For



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9

# Focused, Vigilant & Passionate



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# Final Thoughts

- Hold Yourself Accountable...*look inward*
- Take GOOD Care of Yourself...*first*
- Ensure you have a plan in place...*work it & adjust!*
- Educate Yourself...*regularly and share*
- Know your numbers...*and your clients; deeply*
- Be Passionate with Everything...*it's infectious!*



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Connect with me



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# My Offer to You!

Subject Line: **"Let's Do This!"**

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