

Make it  
**SHINE**

*Are low morale and high stress  
affecting productivity, service and sales?*

*Doing more work with less people?*

**Rekindle your spirit, your sanity and your sales!**

## ***Sparkle Up Your Staff!*** **Attitude-Boosting & Skill-Building Programs**

### **7 Secrets to Soaring Sales**

- Establish and retain rapport with your listeners, co-worker, teams, buyers
- Learn ways to connect authentically and easily engage, persuade, convince, sell

### **Creating a Positive Work Environment**

- Discover 5 attitudes, 7 difficult personalities, and how to deal with them
- Energize, engage and motivate staff to cooperate, align and produce amazing results

### **Solid Gold Marketing Design**

- Create effective marketing materials and campaigns that bring in the business
- Save time, money and energy with proven graphic design techniques and shortcuts

### **Sparkle-Tude!™ Keeping a Sparkling Attitude Every Day**

- Deal with difficult people, constant change, and challenging situations
- Reduce stress, increase teamwork, beat burnout - and keep your sanity!

### **Sparkle When You Speak!™**

- Define, design and deliver dynamic presentations - from start to finish!
- Organize your thoughts, add creativity, and engage your audience

### **Stellar Customer Service**

- Learn what your customers really want--and need--from you and your business
- Discover specific communication phrases and words that repel--or attract--more business



### **IN-HOUSE TRAINING, KEYNOTES, STAFF RETREATS**

**Highly-tailored, interactive presentations to meet your needs!**

Tailored 1-6 hour programs, Lunch & Learns, on-site training, and retreats

**Sheryl Roush** is an internationally top-rated trainer and has presented over 3,500 morale-boosting skill-building programs to improve productivity, customer service, communication, attitude, teamwork and sales.

**Call to schedule your Staff Sparkle-Up Sessions!**

**San Diego based 858-569-6555**

[Sheryl@SparklePresentations.com](mailto:Sheryl@SparklePresentations.com)

## Quarterly Management Training Programs delivered for Starwood Hotels and "World Famous" San Diego Zoo

*While at Starwood Hotels & Resorts I had the pleasure of working with Sheryl for four years, and over 150 of the managers were wowed by her training prowess, which had a major impact on the organization. We would recommend Sheryl to any other company, whether in the hospitality industry or not, as a trainer and public speaker. Sheryl's professionalism and enthusiasm are infectious! Her training has helped bring the management team of the Zoological Society to another level altogether, and we look forward to each new class she brings to our organization. I couldn't endorse her any stronger.*

**Tim Mulligan, Chief Human Resources Officer, San Diego Zoo Global**  
"HR Professional of the Year" 2008, awarded by the San Diego Business Journal

*It was clear Sheryl had thoroughly researched the needs of our members as well as the current issues facing the HR community. She tailored her presentation specifically to benefit Human Resources professionals. It was not a "canned" presentation that could be delivered to just any audience. She presented solid research that illuminated valuable skills, tips and methods for speaking, training, managing and leading in today's workplace. Sheryl's inviting, invigorating, interactive style kept the audience engaged and focused throughout the 75-minute session. She shared information in an accessible manner that allowed for immediate application in real-world settings. Sheryl Roush is a phenomenal presenter with skills that allow us to understand, embrace and apply new ideas with ease and enthusiasm.*

**Susan Mayberry, PIHRA - Professionals In HR Association**

*Your energy and enthusiasm was exactly what we needed to renew and refine our approach to customer service during a tumultuous time for staff, retailers and guests. We truly appreciate your preparation and investment of time to truly understand our perspective.*

**Nicole S. Flynn, SCMD, Senior Manager, Marketing, The Oaks Shopping Center**

### Audiences and Properties Include:

7-Up	Intuit - TurboTax Software	The Golden Door
Association of Bridal Consultants	Latham & Watkins, LLP	UCSD - Human Resources
CALPELRA - Calif. Public Employers	Loews Coronado Bay Resort	UCLA - Finance Division
Labor Relations Association	RBA Network	Unified Port of San Diego
Carlsbad Premier Outlets	San Diego Chargers	Union Bank of California
Century Plaza Hotel	San Diego Museum of Art Docents	U.S. Census Bureau
City of San Diego	San Diego Zoo & Safari Park	Verizon Wireless
County of Los Angeles	Sheraton Hotels	W Hotels
Ernst & Young, LLP	SHRM	Westfield Shoppingtown UTC
HR Housing Authority Consortium	Sony	Westin Hotels
IBM's Women in Management	Southwest Airlines	Women in Business Symposiums
Institute of Real Estate Management	St. Regis Hotel	Womens Council of Realtors

**Call to schedule Sheryl Roush for YOUR Staff Sparkle-Up Sessions!**

**Call 858-569-6555**

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