

Linked Document #1



Using **Quotes** & Stories for Presentations and Self-Study

“A catchy quote will connect you with your audience and set the stage for your story to deliver a memorable message.”

Gary Solomonson, >Virtical Founder

Quotes for Presentations & Self-Study **August 2024 Edition**

Past Editions Available Upon Request

Gary@Virtical.Live

Here are some resources to tap into for your thought leadership and presentations to sustain your sales growth, elevate your marketplace presence and continue developing your cultural attractiveness. The quotes, writings and voices of other thought leaders' inspirational work is always available in past and present books, newsletters, blogs, podcasts, talks, and websites. Each month I will share a few more quotes from thought leaders I value.

Sales Directors

Quote: *“When networking, the question you must ask yourself is, ‘How can I make people better as a result of connection with me?’ This is not just a strategy to connect at a networking event, this is a strategy to connect with anyone, anywhere, at any time.”* **Jeffrey Gitomer**, Book. The Little Black Book of Connections. Available at www.gitomer.com, Book. Amazon, Thrift Books

Quote: *“The gateway-to-experiences principle states that mature consumers tend to be motivated more by the capacity of a product or service to serve as gateways-to-experience than by the generic nature of a product or service.*

David B. Wolfe, *Serving the Ageless Market*, Book. Available at www.gitomer.com, Amazon, Thrift Books

Life Enrichment Directors

Quote: *“I’ve brought together conversations with women in mid-life and the years beyond. The stories model deeper, more rewarding relationships, where compassion, playfulness and respect for difference are the norm. This landmark book makes you look forward to getting older - - a valuable and rare gift in our culture.”*

Connie Goldman, *Who Am I Now . . . That I’m Not Who I Was*. Book.

Available at Amazon, Thrift Books

Quote: *“Purpose is our reason to rise.”* **Anna Hall**, Website. The Purpose Equation®

<https://thepurposeequation.com>

Executive Directors

Quote: *“Listening with intention is the foundation of true connections, communications, and relationships.”* **Patrick King**, *How to Listen with Intention*. Book.

Available at Amazon, Thrift Books

Quote: *“Welcome to all senior living staff into the world of caregiving with new thought leaders every month”.* **Nicole Will**, *Navigating the world with Your Aging Love One*. Podcast. Available on most podcast platforms.

C-Suite & Regional Directors

Quote: *“No longer satisfied with a quiet life of sitting on the porch or puttering around the house, retirees (or soon to be) are looking to create a passionate, active, fulfilled, and engaging later life.”* **Ron Pevny**, *Conscious Living*, Conscious Aging. Book. Available at Amazon, Barnes & Noble, BAM

Quote: *“This newsletter is a labor of love I publish monthly for individuals looking for resources to enrich their self-study, personal and professional growth in the field of aging.”* **H.R. Moody**, Editor - Visiting Faculty Fielding University. Human Values in Aging, Newsletter. Request to be on monthly mailing list at harmoody@yahoo.com NOTE. This is an extraordinary resource all leadership in the aging services.