

# Have You Been Zinked?



**Do you want to win or not?** Sarah's no-nonsense approach to business is "Doing the right thing for the right reason." Whether it's speaking on Leadership, Time Management, Discovering Excellence or Powerful Communication, Sarah's entertaining and engaging speaking style captures the listener's ear.

Sarah cut her teeth in one of the toughest business arenas in the nation: non-profit. It was there that she refined her communication, speaking, and understanding behavior skills. She has a natural knack for networking to align supportive strategic alliances and it paid off. Sarah is currently the Director of Business Development for TECH Fort Worth, a non-profit technology incubator (in collaboration with the City of Fort Worth and the UNT- Health Science Center Technology Transfer Department)

---

"By taking the lessons I learned the hard way, and combining that knowledge with observations of how successful people work as well as a tremendous amount of research, I'm able to provide a down-to-earth, practical presentation that not only makes sense, but makes sense to the listener."

"If a participant has to spend more time **deciphering** what I'm saying than **understanding** what I'm saying, then there's no way learning can take place", says Zink.

"I believe that everything is measurable, from time management to attitude. When participants understand that aspect of the learning process, then giving them actionable items makes sense."

---

The power of Sarah's trainings is that FOR NO ADDITIONAL charge, she will customize any training for the specific situation you face in your workplace. That means that you and your employees receive a training that is specific and meaningful, which is more likely to produce results.

Sarah's areas of expertise include Communication, Behavior and Time Management.

## Detailed topics include:

- Professional Communication
    - Effective Meeting Management
    - Powerful Negotiation
    - Phone & Email Etiquette
    - Handling Difficult Communications
    - How to Say What You Really Mean
  - Professional Behavior
    - Dress as If You Mean Business!
    - Workplace Politics
    - Understanding Behavioral Styles in the Workplace
    - Delegation - More than Just Telling People What to Do!
    - Leadership is More than just Being in Charge!
-

# Why Get Zinked?

## What others say about Sarah:

### **Straightforward, Objective**

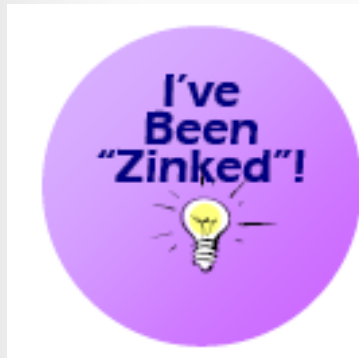
**Advice That Works:** In a busy world, there's not any time to sugar-coat anything! Sarah is not going to insult your intelligence or waste your time "beating around the bush", and as an objective observer to what's going on inside your company, she can offer an objective opinions and analysis. A favorite customer quote is: *"You tell me what you honestly think is going to make me more productive, profitable and powerful, not just what I want to hear."*

**Focused:** Success is about being focused. But all too often, it's difficult to determine what the focus should be. Sarah's experience and visionary problem-solving skills make it possible to determine areas of focus for maximum results. One client said it like this: *"As an entrepreneur I've found that I'm constantly putting my resources into better ways to serve my clients which leaves me precious little time –and even less energy – for focusing on my business. Training with Sarah Zink means I concentrate on identifying my target market and then developing a cost-effective strategic plan for marketing and time management."*

**Real-World Experience:** Because Sarah is not a consultant, She's a trainer! She's BEEN there. She IS there! She has more than 25 years of work-related experience and has made a successful career using the techniques she's teaching. She provides practical business advice and marketing help based on real-world experience. One participant said: *"Your trainings are based as much of the mistakes you have made as they are the successes you have. I feel like you know what I'm going through, so you understand my day-to-day challenges better."*

### **An Unlimited Source Of Ideas, Strategies and Tactics:**

Sarah is a problem-solver. Her successes have been built on finding innovative, creative, and affordable solutions to her client's problems. One participant said: *"Your trainings provide a safe way to brainstorm for new ways to solve old problems... and when I bounce ideas off of you, they*



**Affordable:** Whether you are an entrepreneur, a small business, or a large corporation, Sarah's fee structure can be tailored to your needs. No matter if it's a one-hour lunch training, a 3-hour mini-session, or a full-day training, Sarah has tried to establish price points that are workable on almost any budget. A satisfied client once wrote: *"I've paid consultants five times as much and haven't gotten half the results you've helped us achieve."*

# Have You Been Zinked?