



Uniting the Profession

62nd Annual IHS Convention & Expo
September 12-14, 2013 | Washington, D.C.

Speaker Summary and Comments

Seminar #: General Session Level: Inter.
Seminar Title: Status Quo to Status Grow – The 4 marketing Secrets to Explosive Growth
Speaker: Mr. Kordell Norton, CSP
Seminar Date & Time: Friday, September 13, 2013, 12:30-2:30pm

	Average
1. The presentation material was well organized.	4.89
2. The session answered my questions on this topic.	4.69
3. I learned something that can be applied to my current work.	4.75
4. The visual aids used were appropriate.	4.91
5. The instructor demonstrated strong speaking (delivery) skills.	4.91
6. The instructor demonstrated a thorough knowledge of the subject.	4.90
7. Sufficient time was allotted for the session.	4.87
	4.85

List at least one concept that your learned in today's general session that will help you, your customers or practice:

1. Gems of marketing
2. Drastic
3. Packaging
4. Creating an experience
5. Brand recognition. What is mine?
6. Brand my practice and provide a fabulous experience
7. Humor for better hearing
8. Good customer practice
9. Review practice
10. That answers are (a lot of the time) right in front and obvious
11. Customizing the experience
12. Don't undersell
13. 7 parts of an experience
14. Use your gifts
15. Work hard – but do the important things and keep your priorities straight
16. Kordell was excellent all around!!
17. To seize the moment
18. Perception is key/presentation meeting expectations, opportunity is there
19. The way I label my business will pull who I label to
20. Service is no longer enough. We need to give patients the full experience to differentiate us from our competitors

Would you recommend Kordell Norton to other groups of professionals? (Yes) Why?

1. Very informative and inspiring
2. Dynamic
3. Great attitude
4. He's very funny
5. Very entertaining
6. He is a great speaker, very motivating

7. He is a very dynamic and motivational speaker. Most interesting
8. He keeps your attention and knows his material/subject
9. Makes you think
10. Great speaker keeps attention/topics extremely passionate
11. High energy, funny
12. Engaging – ideals, perspective
13. Inspiring
14. Good and valuable info – funny and interesting presenter

Comments: (your input is valuable and will be addressed by IHS staff)

1. Great speaker again! Thank you
2. Informative and so much fun
3. More focus on how to create the experience – how to start thinking about creating an experience
4. Fun
5. Could have listened for hours. Wonderful engaging presentation
6. Best speaker so far – quite entertaining
7. Wonderful