



# Steven Di Pietro Speaker Pack



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**Service  
With  
Purpose**

## SPEAKER BIO

Steven helps organizations profit from customer service (and sales) by changing staff behaviour. He speaks with authority from a position of practical knowledge

The foundation of this expertise comes from many years experience in customer service measurement as founder of a Mystery Shopping Company. This experience across many industries and thousands of stores is used as the basis for your service improvement.

His style is warm and heartfelt with humour and active audience participation. He keeps the momentum moving along with his own real life stories, and those of his clients.

Though Steven has a number of standard presentations, he customizes every presentation to address the audience at hand, and adjusts the presentations to match each individual audience.

Steven helps the audience see the big picture both for themselves and for their organizations. From there, he delivers practical 'take-home' changes which can be used every day.

## SOME MORE DETAILED STUFF

- Founder of a Mystery Shopping company employing over 35,000 evaluators.
- President of the [Mystery Shopping Providers Association Asia Pacific](#)
- Sits on the Board of Football South Coast, managing over 10,000 soccer players.
- Sits on the Board of a large regional entertainment complex.
- 15 years experience in Financial Services creating new products, county territories, and distribution.
- Set up five businesses.
- Co-authored a book.
- Presented in Portugal, Turkey, throughout China, Malaysia, and all over Australia.
- Constant author on customer service through his blog <http://www.servicewithpurpose.net>.



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## **And the important things.**

- Married to a wonderful wife for 20 years.
- Father of three awesome children (they are awesome most of the time).
- An avid mountain bike rider and racer.
- Political junkie.

Steven has a very active Blog which is updated most days of the week. It gives a different insight into Steven's message and style covering topics from Purpose, Sales, Service, and Social Media, and Service Measurement.

The Blog also contains VIDEO.

<http://www.servicewithpurpose.net>



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## THE MESSAGES

Service with Purpose is a methodology, but also, as an attitude.

Steven's core keynotes include:

1. Service with Purpose – *How to profit from service.*
2. Secret Service – *Revealing the secrets of remarkable service.*
3. Social (Media) Service – *Using Social Media for Sales and service.*
4. Sales with Service - *How to double revenue in three years – guaranteed!*

Steven, can and often tailors keynotes to suit his audience.

## KEYNOTE 1 – SERVICE WITH PURPOSE

The more Purpose oriented keynote is called **“Performance with Purpose – How to Profit from Purpose”**. This keynote provides the audience with an opportunity for personal reflection and planning for themselves and in their work environment. Ultimately it helps participants clear the distractions so they can focus on their performance.



The core message behind this keynote is encased on one question. If you don't understand the reason your organisation exists, how will your customers and staff know?

Customers and staff only care about what you mean to them. Sure businesses exist to make money, but the problem is that **Customers don't care about your financial goals.**

In this keynote, participants leave understanding:

1. The elements of a valid Purpose,
2. How to diagnose their own Purpose,
3. How to link Purpose to their financial goals.



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## KEYNOTE 2 - SECRET SERVICE

The Service centric keynote is called **"Secret Service – Revealing the Secrets of Remarkable Service"**.

The keynote could just as easily be called *Selling for People Who Don't Sell*. During this keynote, Steven not only educates, but also entertains the audience with some magic tricks and puzzles. The Purpose of this message is to show how Service, like Magic tricks, can be easy once you are shown, and have confidence to be yourself.

Sales come from a position of Service.

In this keynote, participants will learn how to:

1. Identify different types of service
2. Manage different types of personalities (Customers and staff), and
3. Sell through service.

## KEYNOTE 3 - HOW TO DOUBLE REVENUE EVERY THREE YEARS

After many years of training as an Accountant, Steven thought he understood the math of revenue. It turns out, the Accountants don't give a good road map of how to deliver revenue, nor do they completely understand revenue.

During this keynote, Steven helps all levels of employee to understand revenue in a simple way which allows them to take action.

This keynote also has an excellent adaptation as a workshop where staff can devise their own strategies for doubling revenue in three years.



In this keynote, attendees will learn to:

1. Understand the revenue from a customer perspective
2. Understand the importance of little actions.
3. Break down growth targets into measurable pieces
4. Develop some strategies for their own workplace.

Want the answer? Visit a brief article here



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## KEYNOTE 4 – SOCIAL (MEDIA) SERVICE

Social Media is the new power tool of the moment. Steven unpacks Social media for Brokers in the keynote titled **“Social Service – Using Social Media to Differentiate your Service Offering”**. In this keynote, Service and Sales leaders learn how to use Social Media to drive Service and Sales.

The keynote takes participants through some real life case studies of spectacular successes and preventable failures.



In this keynote, attendees will learn how to:

1. Make sense of the Social Media tools available,
2. Learn from successful case studies in similar, and different industries,
3. Implement Social Media tools in their workplace (and how not to implement),

*“A Brand is no longer what we tell consumers it is – it is what consumers tell each other it is” Scott D Clark, Board P&G*



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## AN INSIGHT TO STEVEN'S KEYNOTE

It is said that you never know which half of your Advertising spend is wasted. Training and staff engagement initiatives are the same. How do you engage staff to give fantastic service? More importantly, how do you avoid the wastage?

A good start is to STOP SELLING! Stop selling your company to customers and staff! But how?

Organisations must move beyond Mission, Vision, Goals and Values to engage customers and staff. Come along to Steven's talk to learn the secret of companies like Google, Walmart, and 3M; with insights on avoiding the mistakes.



In Steven's keynote and workshops, participants will learn:

- How a mere mortal routinely manages 800% up sells.
- Why Google's share price is skyrocketing past Yahoo and Microsoft. Why Microsoft can't find talent.
- How two sets of brothers create global retailing networks, while the merely successful are reduced to plodding.
- How a company like 3M garners its staff to inventive excellence.
- How phone companies get it so wrong.
- How to link staff engagement to financial performance.



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## KEY THEMES

Staff engagement	Selling for non sales people
Customer engagement	Meaning in business
Customer Service	Meaning in life
Business Direction	Social Media

## THE PRODUCTS

The message is delivered through Keynote, Workshop, and Facilitation.

## FEES

Steven has a different approach to his speaking engagements using an honour box system.

Some speakers charge zero but sell from the stage.

Other speakers charge \$1,000, and other excellent speakers charge \$10,000 per engagement.

You pay Steven what you thought the keynote was worth. It is the ultimate customer feedback loop for Steven to measure his service to you and your event.

As a result, Steven will promise to deliver the best possible service to you, to receive the highest possible return to him.

If you would prefer a fixed price, please email Steven on [steven@dipietro.com.au](mailto:steven@dipietro.com.au).



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## TESTIMONIALS

### A KEYNOTE TESTIMONIAL

Again such a simple message that it is amazing that we don't see the connection – service and sales – interchangeable



*Jeanette Cowden, National Retail Support Manager, Woolworths*

### A WORKSHOP TESTIMONIAL

Overall the feedback has been tremendous with very positive actions as a direct result of the sessions.

This impact is no doubt due to the quality of content that everyone contributed and in particular your session....

Steven thanks so much for your input it made the Conference really special.



*Robynne Hall, Dealer Support Manager, Mazda Australia*



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## STEVEN'S FAVOURITE KEYNOTE STORY

I recently spoke at a conference in Hobart, Australia where a cab driver taught me a wonderful lesson. Just before I entered the cab he came and opened the door. He then made conversation and asked where I was from.

I asked the cab driver how he knew I was not from Hobart. He just replied with a simple answer "I'm a cab driver, it's my job.

The cabbie asked about my future movements. I replied that I was returning to the conference where he picked me up. He asked what I was doing the next day and I told him I was flying back. I happened to be flying home Fathers Day and was excited to see the kids.

The cab driver offered to have the car pick me up for each of my further three journeys. I added this in my head and he managed to sell a \$7 fare three times and also a fare to the airport in the morning.

As I later found, not much happens in Hobart early on Sunday morning so he picked up a juicy fare without work. The total sale was  $\$7 + \$7 + \$7 + \$35 = \$56$  a whopping 800% higher than his original fare. How did he do this? It wasn't even Barry's taxi cab yet he just up-sold me 800% without any commercial gain to him.

Barry explained that he was 'just' a cab driver, and it was his job to make it easy for me. He also wanted me to go home with a good impression of his home state.

How do you get your employees to engage like Barry, to up-sell in unremarkable environments?

The answer is as simple as connection. Barry is connected with his job, it has a purpose. He also has a higher calling by considering himself to be somewhat an ambassador for Tasmania.

Barry teaches us that unremarkable people in unremarkable jobs can do remarkable things if they have a sense of purpose. It's the organisation's responsibility to provide that purpose and the employees responsibility to take some self-responsibility.



See Steven deliver this story at

<http://www.youtube.com/watch?v=7bolqQUdTis>



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## MORE TESTIMONIALS

Name	Comments
Sally-Anne	I wish more organizations realized KPIs and incentives do not guarantee success. Please contact me so I can refer you to my MD.
Kabe	Great stories that conveyed his points very well
Michelle Bowden	Loved the links at the end – excellent examples; great energy. You look and sound great Steve – top job.
Steve James	Great at bringing in real-life experiences into his dialogue to illustrate his message. Entertaining. Provided thoughts about focusing on what you are about.
Kim Salter	Interesting thoughts – well presented, effective – not too gimmicky but used his presentation tools effectively. Probably more B-C oriented – real life experience is good to use.
Anonymous	Great stories to illustrate points. Entertaining
Anonymous	Loved the simplicity and sense of order. Interconnectedness of ideas.
Julie Hepburn	Sales – Service. Make people happy.
Anonymous	Good food/thought
John Hepburn	What an understanding Steve has about service and sales – changed my attitude forever.
Bernard Desmidt	Just find out what the ONE thing is that matters most – the only thing that matter and focus on it.
Jennie V	Good strong stories and good clear message.
Kim Waterhouse Whole Boxndice	Fabulous – makes you stop and think! “Sales is Service”



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Geoff McDonald	Loved the crazy street signs. Great animated stores (funny!). Great job. Creative use of words in your powerpoint.
Anonymous	Simple but direct message. Great warm style. Thanks.
Hugh Gyton	"1 THING"! Thanks Steve, great job.
Patrick Rowlinson	Inspirational talk – loved the taxi driver concept and comparison to family dinners.
Brett Whitford	Insightful clean knowledge
Anonymous	Interesting presentation. Good high level concepts. Difficult to see how it would apply at the grass roots level. How do you explain 'purpose' to the call centre?
Bin	Well done Steve. Your hard work and preparation has paid off! Now you can breathe and reap the rewards.
Mark Jones	Clear, great examples, easy, love the pace, simple/insightful
Anonymous	Very interesting and enjoying speaker who you're happy to follow on the journey, where he's taking you.
Jane Milton	Accomplished, well-paced. Good content, easy to assimilate models. Simple, effective message. Service is sales – sales is service – memorable
Jen Harwood	You've made the pint well for business owners. We forget what the mission is and keeping connected to it. It's not about being clever in marketing – it's about being passionate and focused.
Brendan Geyer	You were great today, well done. The sticks are great and a great way to get the audience involved. Well done!
Debbie Reid	Trick is moving from theory to practice. Good example.
Karen Miles	You blew me away. You were so slick and so on point. Just fantastic. Loved your examples and stories.
Noelene Dawes	Steve links purpose to business in a marvelously experiential way. He is obviously passionate about his purpose and informed on his subject.
Tracey Lake	Loved the analogy – Billy Crystal – finding the one



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	"meaning"
Anonymous	Good examples, logical speaker, interesting
Anonymous	Simplifies the process of sales and marketing – too many people trying to make it rocket science.
Jasmine Kaur	Uses personal experience to engage you and drives his point home.
Jennifer Langgons	Great way of conveying a simple message
Julian Martin	Loved the taxi driver eg. 8 x growth, was a great start
Graeme Cowan	Great examples. Good delivery and slides. Well done excellent.
Julie Palmer	Good clear message. Stories well positioned to emphasise points.
James Breeze	It's about one thing! I like it.
Sajeela Cormack	Great comparison. Great role play of western. Clear message.