

For Immediate Release

Winter 2010

Cashing In On Trust:

Local author and business expert teaches companies the financial value of client trust

Tsawwassen, BC—According to local author and business expert Lydia Johnson, revisiting your customer approach is crucial in these tough economic times.

“Businesses need to create stronger relationships with their clients, relationships that are built on trust,” says Johnson, author of *The Jalapeño Handshake; Strategies To Heat Up Your Business Relationships*.

In her book, Johnson argues that through trust, businesses can generate a larger client base, increase their profits and distinguish themselves from their competitors.

“In today’s competitive market, business clients are skeptical and you can’t blame them,” Johnson says. “When it comes to business-customer relationships, everyone has been burned. “

Johnson has been a sales professional for more than 32 years. She was the banking vice president of sales and service and led a sales team of about 1,000 staff.

“Trusted relationships are critical in banking,” Johnson says. “They either make or break the sales continuum.”

Johnson says there are numerous things a business can do to create trust with its clients:

- Be a straight shooter. Go over the fine print with your clients and don’t hide behind misleading messages or jargon.
- Always do what is right and best for the customer. Sometimes this means letting the client go elsewhere to get what they really need. Transactions between a client and a business should always be mutually beneficial.
- Keep your promises and your clients will want to do more business with you.
- Inspire your staff, and you’ll inspire your clients

Johnson is available for an interview to discuss other ways local businesses can improve their customer relationships.

Media contact: (604) 948-1099, lyd@telus.net , www.lydiajohnson.ca,
www.thejalapenohandshake.com



Biography



Lydia Johnson entered the world of sales when she was just 12 years old.

Since that time, Johnson has completed numerous management and leadership courses, and graduated from Queen's University's Executive Program, where her sales background met her strategic business focus.

She has more than 32 years of professional experience in the areas of banking and business.

She was the vice president of sales and service at Canada's largest credit union—Vancity Credit Union. In her role with Vancity, Johnson directed their 60 retail branch system, the mobile mortgage specialists team, as well as the national mortgage brokerage division for Citizen's bank, a subsidiary of Vancity.

She has been a keynote speaker and a conference presenter in North America and overseas. She has spoken many times on the importance of inspiring purpose and igniting passion in business and sales.

Recently, Johnson launched her own consulting business that focuses on leadership development and sales management. She has also created various training programs to help people hone their skills in the areas of sales and leadership.

Her sales motto is ***strength in people, strength in leadership, strength in organizations.***

Johnson has also volunteered for various charities and nonprofit organizations. She has been a board member of Kids Up Front, Canadian Business for Social Responsibility and a board member of Canadian Cancer Society Golf Tournament Committee. She was also a YWCA mentor.

She believes if you're not on the EDGE, you're taking up too much space!

Johnson enjoys spending time with family, hiking, golfing, travelling and exploring future opportunities!

If you would like your business to stand out from the competition, succeed beyond expectations and thrive during challenging times I highly recommend *The Jalapeño Handshake*.

—Peggy McColl, New York Times Best-Selling Author <http://peggymccoll.com>

“Being a great business leader is about inspiring your staff as well as your customers. Johnson gives you the tools to do both! An excellent read for anyone who is looking to boost a business. *The Jalapeño Handshake* adds a little spice to stale sales tactics. This book is an engaging and insightful read for salespeople and business managers everywhere.”

—Grace Pulver Management Consultant, Dublin, Ireland

“Lydia Johnson talks the talk and walks the walk. In *The Jalapeño Handshake* she shares valuable insights from her own business experiences. These invaluable lessons are ideal for anyone committed to achieving a higher level of productivity.”

—Candy Hodson, Senior VP of National Sales & Marketing, Black Press Media, Surrey BC

“*The Jalapeño Handshake* adds a little spice to stale sales tactics. This book is an engaging and insightful read for salespeople and business managers everywhere.”

—Peter Vukanovich, President Genworth Financial Canada, Toronto, ON

“As a successful executive with an impressive career background, Lydia writes from experience not opinion. Her thoughts are crafted from the school of hard knocks so you know when you’re reading every page that she travelled the road

and she’s giving it to you straight. If you’re trying to stand out from the crowd, truly learn how to build effective long term business relationships, and become a “connector,” this is the book for you.”

—Mike Desjardins, Driver (CEO), ViRTUS - www.virtusinc.com, Past President, Entrepreneurs’ Organization - Vancouver Chapter, Top 40 Under 40 Award Recipient

“This book is loaded with practical ideas and insights that will help you succeed in any business.”

—Brian Tracy-Author, Maximum Achievement, Charlottetown, PE

“Success in selling is the ability to truly understand our customers’ needs, build a strong and trusting relationship with them and then show them that you can give them what they want and more. Drawing on her own experiences and the experiences of leaders in the field, Lydia Johnson has managed to capture the essence of how to be successful in selling and in life.”

—Eitan Sharir, President Dynamic Achievement Group, Inc. and author of *Activate Your Power*, West Vancouver, BC

“Having worked with Lydia for 12 years, I’ve witnessed her strong ability to sell. In order to be effective salespeople, our techniques have to be fresh and innovative. *The Jalapeño Handshake* reveals plenty of tricks and tools to strengthen our sales abilities. This book has been an enjoyable refresher for me and I know you will enjoy it, too.”

—Kevin J. Zakus, CEO BCCA Employee Benefit Trust, Vancouver, BC



“In today’s competitive environment it’s harder than ever for businesses and salespeople to create sizeable profits. If you want your business to stand out from your competitors, you need a fresh approach. Johnson’s game plan really works. Not only can she explain these sales-winning concepts in a compelling way, but she also uses these tools herself!”

—Gord Huston, CEO Envision Financial,
Langley, BC

“Johnson shares innovative strategies that will add value to any customer interaction. She shows us how to build strong relationships with our clients that will stand the test of time. Thanks for reminding us that it is the little things that can make a huge difference!”

—Kim Andres, Kim Andres Consulting,
West Vancouver, BC

“*The Jalapeño Handshake* is an engaging read! Johnson teaches the reader how to tap into their personal power and how to build trust with their clients. Anyone who finds themselves in a position where they need to sell their ideas, their products or meet sales objectives, will find this book both inspiring and relevant.”

—Denise R. Gabel, Chief Innovation Officer,
Filene Research Institute, Madison, WI

“Johnson’s rich experience as a seasoned sales leader shines through on every page. *The Jalapeño Handshake* is a holistic and practical handbook for growing sales in any industry. A must read for emerging sales professionals and a smart choice for experienced business developers looking to sharpen their edge. This is the straightforward, grounded approach to improving businesses and sales.”

—Ross Gilchrist, Leader / Strategic Design
and Talent, The Next Institute

“Lydia is one of the most enthusiastic, optimistic, positive leaders I have ever worked with. She approaches challenges and opportunities with great energy and determination to find the right solution. With Lydia’s experience and enthusiasm she can ignite ideas, energy and innovation in others.”

—Kari Grist, VP Marketing & Business
Development, Offsetters, Vancouver, BC

“Lydia is a leader. With inter-personal skills second to none, she is able to motivate, while expecting others to be held accountable. With energy to spare, she’s led more corporate strategic initiatives than most will ever see in their careers.”

—Keith Hazell, Director Financial Planning,
Vancity Credit Union, Vancouver, BC

“Working with Lydia has been a fantastic experience! She has pushed me to expand my boundaries of comfort and provided an excellent framework from which to view my relationship with my team, my peers and my executive team. It is a pleasure to work with Lydia and draw on the many years of executive level leadership she has been involved in.”

—David Lanphear, CFP, BA, Assistant Vice
President | Wealth Management Services,
Envision Credit Union, Langley, BC

“Lydia Johnson was referred to us after our scheduled presenter was unable to attend. Lydia was asked to present to our Board and Management on innovation, what it truly is and how to effectively introduce it in to your business. To our delight within a week of our request Lydia completed research on our company and how our customers view us. This resulted in a



presentation that everyone felt was extremely well done and assisted the group in developing a number of actions that will ensure innovation is strongly rooted in our company. Also Lydia's passions to ensure business understand the importance of developing effective customer relations and sales strategies was refreshing. We hope to work with Lydia in the future."

—Ian MacNeil, Director, Operations,
League Data Ltd., Halifax, NS

Johnson provides you with a complete set of tools to assist in cultivating strong business relationships. The rules have changed and in her book she illustrates many valuable strategies that enable us to be resilient in these challenging times.

—Alan Cline, President/CEO, 1-800-PLUMBING
INC, Phoenix, AZ

"When Lydia spoke at our King County Chapter of Credit Unions quarterly meeting, she held the room mesmerized for a full hour. The audience gave rave reviews. She was one of the best-rated speakers we have ever booked. I highly recommend Lydia for any conference you are facilitating. She is smart, funny and connects well with a group."

—Shari Storm, SVP Marketing, Verity Credit
Union, Seattle, WA

"Lydia was the catalyst at introducing and sustaining a very effective sales culture at Vancity Credit Union. She has always inspired her staff to be creative and entrepreneurial in addition to fostering risk taking."

—Caroline Wedge, Assistant Vice President,
Sales & Service, Envision Financial,
Langley, BC

"Every person has times when they're just plain HOT and winning big feels easy. Johnson explains how to consciously create that type of heat! After reading *The Jalapeño Handshake* I'm able to flip switches that I never knew I had. My relationships and results are on the climb for sure."

—Chris Curran, author of
Leap Beyond Your Limits, Pine Brook, NJ

"It's easy to create great relationships with your clients when you have the right tools. Lydia's book is an inspiring resource for salespeople and business managers."

—Peter Reale, Branch Manager, Vancity Credit
Union, Vancouver, BC

"Lydia is a very passionate leader who has the ability to inspire and motivate her team through both one on one meetings and through large group presentations. At Vancity she created a strong collaborative "can do" culture that consistently lead to the exceeding of targets. She is constantly up for a good challenge and her positive approach to dealing with difficult issues brings others together in a way that fosters a sharing of ideas and the identification of a successful resolution. She is a great person to have as part of your team."

—Ian Warner, former COO,
Vancity Credit Union, Vancouver, BC

"Intelligence, passion, presence and humour."

—Dr. Daniel Stone, Daniel Stone & Associates,
North Vancouver, BC

"Customer-centric sales and service strategies and tactics are the life blood for building



competitive, profitable success in business and life. Johnson is a practitioner-leader in this area and her book can help both businesses and individuals reach new levels of prosperity.”

—P.A. (Pat) Palmer, Founder & CEO,
Where Eagles Soar Inc., Markdale, ON

“The strategies in *The Jalapeño Handshake* are not only for salespeople or business managers, but for the rest of us as well. Johnson explains how to harness our inner resources in order to achieve our goals.”

—Peter Lee, Principal, Tekara Organizational
Effectiveness Inc., Vancouver, BC

“Johnson shares the secret of how to build a sustainable business. She teaches her readers to let go of their fears and becoming ONE with their customers.”

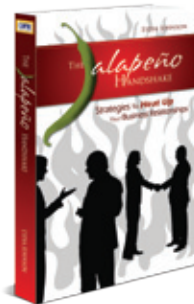
—Dr. Lance H. K. Secretan, bestselling author
of *ONE: The Art and Practice
of Conscious Leadership*, Caledon, ON

When the economy was bubbling and businesses were booming, many companies didn't feel the need to establish strong relationships with their clients. Now that the market has changed, businesses can't rely on quick sales to boost their income, rather, they need to create long-term relationships based on trust with their clients.

Lydia Johnson's book, *The Jalapeño Handshake*, will teach you...

- How to use powerful questions to establish a better relationship with business employees and clients

- How to effectively set your goals, personal or professional, and how to achieve them
- How to overcome a fear of failure in any business transaction
- How to get back on track after a detour or setback



The Jalapeño Handshake

Release Date: winter 2010

Price: \$24.95 CDN

Hardcover ISBN: 978-1-59930-336-9

Website:
www.lydiajohnson.ca
www.thejalapenohandshake.com

Email:
lyd@telus.net

Address:
924 Tsawwassen Beach Rd.
Tsawwassen, BC
Canada V4M 2J3

Contact:
604.948.1099
604.340.9122

Publisher:
37 Sandiford Drive
Stouffville, Ontario
Canada
L4A 7X5
Tel: 1-800-473-7134
Fax: 905 640 9425

personal information



Book Order Form

924 Tsawwassen Beach Rd.
 Tsawwassen, BC Canada V4M 2J3
 w: 604.948.1099 c: 604.340.9122
 www.thejalapenohandshake.com
 www.lydiajohnson.ca

Name

Address

City Suite / Apt #

Prov / State Country Postal / Zip Code

Telephone Number Fax Number

Email

information

When the economy was bubbling and businesses were booming, many companies didn't feel the need to establish strong relationships with their clients. Now that the market has changed, businesses can't rely on quick sales to boost their income, rather, they need to create long-term relationships based on trust with their clients.

Lydia Johnson's book, *The Jalapeño Handshake*, will teach you...

- How to use powerful questions to establish a better relationship with business employees and clients
- How to effectively set your goals, personal or professional, and how to achieve them
- How to overcome a fear of failure in any business transaction
- How to get back on track after a detour or setback

signature

Cheque or Money Order

Number of copies ordered: _____

Plus GST (5%): _____

Total: \$ _____



* Price of book excludes shipping cost
 \$24.95 CDN • ISBN 978-1-59930-336-9

604.948.1099 • 604.340.9122 • www.thejalapenohandshake.com
 www.lydiajohnson.ca

