

# *Do you communicate with clients the **WRONG** WAY?*

Poor customer experiences = **\$83 billion** lost each year!  
When you connect with your prospects and clients the  
RIGHT way, you could generate **60%** more business...



## Janice Dru

**COLORING YOUR CLIENTS:**

*DISCOVER THE BEST WAY TO INTERACT  
WITH YOUR CLIENTS AND PROSPECTS*



- Bank of America
- Icepiration / JuiceTank
- Merrill Lynch
- Princeton University
- St. John's University
- TCI College
- Wolters Kluwer

*"I was really moved by your presentation... Thank you!"*

– Catherine Wnek , Assistant Director, Reporting and Data Management at St. John's University

|  |  |  |   |
|--|--|--|---|
|  <b>Are you GREEN?</b> |  <b>Are you BLUE?</b> |  <b>Are you GOLD?</b> |  <b>Are you RED?</b> |
| <b>Expressive</b>  | <b>Analytical</b>  | <b>Organized</b>   | <b>Courageous</b>   |
| <b>Empathetic</b>  | <b>Theoretical</b>   | <b>Systematic</b>  | <b>Spontaneous</b>  |
| <b>People-Focused</b>  | <b>Competitive</b>   | <b>Accountable</b>   | <b>Action-oriented</b>  |

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## Discover What Makes **YOUR CLIENTS** Tick...

- Have you lost clients after talking the **Wrong Way**?
- **Don't Know** your prospect's preferred way do business?
- Color Workshops **Strengthen Your Relationships!**



### Janice Dru **OFFER A COLOR WORKSHOP**

Janice Dru graduated from Princeton University, publishing a 100+ page thesis on "Committees, Choices, and Commitments" with research on differences in gender and race, preferences, and motivations to participate. Her experience spans over a decade in corporate environments across multiple verticals to identify issues with teams of different sizes in sales, marketing, business development, and other areas.

## But I've already done seminars with my clients and prospects...

Some businesses and advisors may have already invested in offering seminars to their clients, but this is just ONE component of engaging with your clients and prospects. Our programs deliver an immediate and lasting positive impact by reaching deeper than one-time and product-based sessions. **Knowing how to relate to DIFFERENT COLOR PERSONALITIES will give you lasting skills and knowledge to work with future clients and prospects and give more value.**

*"Dynamic, high content and engaging! [The Color Q is] showing business leaders how to leverage their strengths and use them to manage more effectively."*

– **Peter Tanous, President,**  
Lynx Investment Advisory

*"Awareness of the variety of leadership styles was a career-altering event."*

– **K. O'Hare, Partner, Deloitte**

*"The Color Q phenomenon is sweeping through our organization!"*

– **S. Webb, SVP, ABN AMRO**



## How is working with Janice Dru different?

Unlike one-time trainers and expensive consultancies, Janice offers personalized, hands-on guidance for businesses and advisors through keynote speaking, interactive seminars, and practical, ongoing advice. Janice is a licensee of the award-winning Color Q Model that combines the work of Carl Jung, David Keirsey, the Myers-Briggs community and modern day brain research. Color Q provides insights on 16 personality types and corresponding needs, values, talents and behaviors. Information is *targeted to real life situations, easy to remember, highly accurate, and positive for all styles.*

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