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"THE ART OF BEING THE GOOD BAD-GUY"

CONQUERING RESISTANCE,
WINNING HEARTS, AND
UNLEASHING THE POWER OF
FEEDBACK

Speaker Profile



ANTIGONI MARINOU

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CEO Rokket by Antigoni Marinou

A Certified Career & Sales Coach with 20+ years of experience in the Coaching C-Level and Sales teams, Accountancy, Business Development and Academia.

She understands that every day we all sell, either ourselves or our products or services. She is passionate about turning complicated notions and actions into practical guidance and systems of work.

She offers actionable advice and insights that stem from experience. Trusted by the major Insurance, World renowned Real Estate, Financial Services, International Health Care and Governmental Organizations. They collaborate with her through the years about confidential matters and areas that drive profitability.

Connect with her on LinkedIn for more actionable insights and critical thinking around seemingly conventional matters on your career and sales.

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About the key note

In this thought-provoking keynote speech, we delve into the art of becoming the "good bad-guy." As professionals, we often find ourselves in the challenging position of delivering feedback that clients may initially resist or perceive negatively.

However, through the mastery of communication skills, we can conquer this resistance, win hearts, and unleash the transformative power of feedback. Join us as we explore strategies and techniques for effectively communicating audit findings, building rapport, and fostering a culture of gratitude for receiving valuable insights.

Discover how to navigate delicate conversations, inspire change, and leave clients not just accepting, but genuinely grateful for the feedback they receive. Get ready to become the professionals who redefine the role of the "bad-guy" and create meaningful impact through the art of communication.



THE ROKKET

OUR STORY IN NUMBERS

20+ Years of experience in Sales, Business Development & Helping People with their Career Goals	2.500+ Professionals Coached towards a fantastic career	700+ Training Programs, Keynotes & Events taking place in the EU & Middle East	8.200+ Attended our events and gained access to our tools and tactics	A* Reviews For our trainings & career coaching
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