



Steve ("Zip") Zipkoff

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Subject Matter:

Author/Writer

Branding

Breakout Workshops

Business Motivation

Change

Communication

Delivering Customer Delight™

Life Lessons... How To Achieve Business & Personal Success

Marketing Innovation and Strategy

Relationship Selling (How to Prospect)

Sales Management

What Steve's All About:

Steve's got humor. Steve's got style. Steve causes results. Steve's energetic presentations combine the power of an inspirational motivator, the skill of a sage story-teller, the timing of a stand-up comic and the knowledge of a seasoned business professional, creating a presentation that will have an immediate impact on audiences. **"If you're laughing, you're listening and if you're listening, you're learning."**™ That's what Steve's all about. Steve's educational and motivational flair will bring value to any conference, convention, seminar or company gathering.

Steve is the President/CEO of Zipkoff Solutions, a unique, innovative management education company born in 1992. After over twenty years of successful accomplishments with Sears, Roebuck, KFC, Burger King and Taco Bell (Pepsico), Steve set out to entertain, educate and motivate audiences with an energy rarely seen. **Steve energizes you.**

What has Steve done?

- Created the **Sears** DieHard battery national marketing introduction and roll-out,
- Developed the "We Do Chicken Right" national strategy for **KFC**,
- Established the "Value Menu for **Taco Bell**, and
- Part of the team that introduced the "Battle of the Burgers" competitive strategy for **Burger King**.

Steve is currently an **Adjunct Professor** at SMU Cox Graduate School of Business where he has earned the prestigious Teaching Excellence Award 13 times for his course on "*Delivering Customer Delight™*."

Steve's book, [The Seven Stages of Successful Unemployment...From Hell To Hallelujah!](#) to quote [The Dallas Morning News](#) "...is a delightful, irreverent book (that) focuses on the seven stages. The author delivers nuggets of wisdom in a fun, even playful way. This (book) goes a long way toward dealing with the unpleasant reality of joblessness." He also has two other books awaiting publication including *Delivering Customer Delight™*.

Steve is a celebrity in his own right by appearing on numerous radio and television talk shows and he has also been featured in [The Wall Street Journal](#) and [The Dallas Morning News](#).

When you hire Steve Zipkoff, you get "ZIP."

Steve's programs include:

"Delivering Customer Delight"™

"You Are Your Own Brand"

"Change...It's The Way of Life"

"Lessons Worth Living...How to Achieve Business and Personal Success"

"If You Want to Find Gold...Try Prospecting! (The Art of Relationship Selling)"

"Sales...Without Them You've Got Nothing"...and much more.