



# STEVE GAVATORTA

## THE REACH OUT APPROACH

*During his 23 years working in and with Fortune 500 companies, and excelling as an athlete, Steve has walked in your shoes in a variety of roles...carrying the sales bag, developing and leading teams, and providing real time business solutions. He has faced adversity and continually created successes by developing his Reach Out Approach communication process.*

*"...your handbook for success in human relations."*

Jim Cathcart  
Hall of Fame Speaker and  
past president of the NSA

*"Steve is so popular among the audience members, each of whom wants to discuss his or her own situation."*

Meryl Moritz  
Faculty Instructor  
NYU Dept. of Continuing Ed.

*"Excellent! Steve successfully targeted our audience."*

Nora Coffee  
Coffee, Oliver & Ogden

*"I loved the program."*

Maggie Chow  
NY Times

*"Steve is all about results!"*

Jacquelynn Savoca  
Executive Director  
Coatings Research Group

### Steve Gavatora

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www.Gavatorta.com

### What is *The Reach Out Approach*?

*The Reach Out Approach* is a communication process for initiating, developing and leveraging mutually rewarding relationships. By utilizing this simple 3-step process, you'll become a master in the art of effective communication and unlock the door to the success, prosperity, and mastery you desire.

### *The Reach Out Approach*

In this crazy high tech, low touch world of ours, your ability to communicate, interact and connect with others is a determining factor in your success and a differentiating point for you. Nearly everything we do revolves around the need to communicate and interact with others. Whether you are a leader, a manager, a sales representative or a parent, the ability to communicate and "connect" with others is indispensable. *The Reach Out Approach* will provide you with practical insights and a strong foundation to become an effective communicator so you can communicate more effectively with just about anyone, anytime, anywhere.

With *The Reach Out Approach*, you will increase your sales, empower your people, enhance your relationships, and get the breakthrough results you *really* want!

### Bottom-Line Skills Gained:

- ◆ Master the art of effective communication
- ◆ Develop or jump-start relationships that are mutually beneficial
- ◆ Learn to "read" people's communication style so you can get your point across and understand theirs
- ◆ Create two-way dialogues instead of one-way monologues
- ◆ Motivate your employees or teammates
- ◆ Improve performance and increase sales, productivity, and profits

### Tailored Sub-Brands

*The Reach Out Approach* is a practical tool that can be leveraged in multiple situations and environments. Steve Gavatora can tailor his sessions to fit the exact need you have:

- ◆ Sales
- ◆ Management/Leadership
- ◆ Customer Service
- ◆ Small Business/Entrepreneur
- ◆ Networking
- ◆ Personal Needs

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### About Steve Gavatorta

Steve Gavatorta, creator of *The Reach Out Approach*, is a Master Communication Coach. Through his years of experience in consulting and training leaders, managers, executives, sales professionals and more, he has developed a foolproof system for anyone who wants better results in business or life. *The Reach Out Approach* is a simple but powerful set of principles and tools that will help you better understand yourself and others. Using this knowledge and Steve's specific tools, you will be able to connect with people like never before.

Prior to founding Steve Gavatorta Group, Steve spent 19 years with high profile Fortune 500 companies such as GlaxoSmithKline, Warner-Lambert, and Eastman Kodak where he developed hundreds of high performance individuals and teams to maximize their full potential.

Steve has drawn on his real world experience from on the front line of the executive suite as well as an All-Century football player at Allegheny College to create his concept of *The Reach Out Approach*.

As a Certified Professional Behavior Analyst (CPBA), Certified Professional Values Analyst (CPVA) and an accredited coach and trainer on Emotional Intelligence (EQ), Steve has valuable insights into how to get the best out of people.

Steve's book [The Reach Out Approach](#) was published in February of 2009.

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### Book and Offerings

To learn more about the Steve Gavatorta Group and *The Reach Out Approach*, feel free to contact him.

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### Selected Clients

- ◆ Santarus Inc.
- ◆ Amerisource Bergen Corporation
- ◆ Bayer
- ◆ Cadbury Schweppes
- ◆ Coatings Research Group
- ◆ Colgate University
- ◆ Eastman Kodak
- ◆ Federal Home Loan Bank of New York
- ◆ Frito Lay North America
- ◆ GlaxoSmithKline
- ◆ International Association of Business Communicators (IABC)
- ◆ Johnson & Johnson
- ◆ Macquarie Bank Limited
- ◆ National Investor Relations Institute (NIRI)
- ◆ New York Life Investment Management
- ◆ New York University
- ◆ Nutro Pet Products, Inc.
- ◆ New York City
- ◆ Ralston Purina
- ◆ State Farm Insurance
- ◆ Sullivan Schein Dental Care
- ◆ US Smokeless Tobacco
- ◆ Watson Wyatt
- ◆ Young & Rubicam

