

**Robin Jay** is committed to sharing her passion and her experience to help her clients achieve lasting success as well as increased personal joy in their lives. Her humor and delivery carry her message with insightfulness and impact. Her stories will make you laugh, gasp and learn, and you will come away remembering her words. Whether you are looking to motivate a team or inspire individuals, your outlook will be forever changed.



Robin Jay has worked as an advertising Account Manager for more than 16 years. She has experienced a 2000% increase in sales in her career, largely because of her ability to build strong and lasting relationships.

Robin has found that bringing a social situation, particularly lunch, into business relationships, works to bond client and salesperson. She attributes her proven track record to applying the lessons she has learned during her vast experience courting clients. These lessons transfer easily to all relationships.

Ms. Jay has served on the Board of Directors for several organizations including the Juvenile Diabetes Foundation (JDF), The Advertising Community Talent Show (ACTS), and is currently serving as President of Las Vegas Working in Communications (WIC). Aside from her book, she has written for America West magazine, What's On Magazine, a Las Vegas visitor publication, and has also written ad copy for such clients as the MGM Grand Hotel and the Sahara Hotel & Casino. She has been awarded the WIC Electronic Media Award for Radio Account Executive of the Year.

## Top 10 Criteria to look for when choosing a restaurant for a business lunch

### 1. Top-notch Service

The right service can make or break a deal  
Great service is NOT an option!

### 2. A Fabulous Menu

Stay away from the exotic, but offer a great, fresh selection.

### 3. The Right Size Room

Seek out large tables with privacy, and for a major presentation, find a private room.

### 4. Acoustics that Work

Too loud OR too quiet can be awkward.

### 5. The Right Price

Expensive is impressive, but you can always make your boss happy with a prix-fixe menu.

### 6. Great Location

Stay close to your client's office-it will give you more time to talk.

### 7. Always Make a Reservation

Can you imagine meeting your client only to find that the restaurant is booked solid? Call ahead!

### 8. The Right Amount of Action

Impress your client with movers and shakers or maybe even a celebrity sighting!

### 9. Credit Card Acceptance

NEVER, ever pay for a business lunch with cash!

### 10. Consistency

You have a lot riding on your meeting, and it helps to stack the deck in your favor.

**PARTIAL CLIENT LIST:** The National Association of Women Business Owners (NAWBO); KLAS-TV, CBS Affiliate; Moms in Business Networking (MIBN); Diamond Star Events; The Convention Services Association of Las Vegas; The Palm Restaurants; The Best Restaurant Guide; The Las Vegas Library; The Law Firm of Alverson, Taylor, Mortensen, Nelson & Sanders. Ms. Jay is also an entertaining guest on radio and television programs.

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