

PROFIT-RICH PRESENTATIONS

TO HELP YOU:

INCREASE REVENUES • ENHANCE PRODUCTIVITY
GAIN THE COMPETITIVE EDGE • PRODUCE HIGHER PROFITS

STARRING

FORD SAEKS



**PROFIT-RICH
RESULTS**

MARKETING • SALES • BUSINESS SUCCESS

Powerful Speaking and Training Presentations to Increase the Performance of Revenue-Generating Efforts and Supercharge Your Sales!

- Increase Sales and Revenues
- Attract Loyal and Repeat Customers
- Enjoy Higher Profits
- Gain the Competitive Edge
- Dominate Your Market
- Improve Performance and Results

Give your audience specific techniques that have increased sales by as much as 500% !
Whether they are members of associations, business owners, executives or part of a corporate team, they can use these powerful strategies to succeed in today's highly competitive, high- tech world.



NOW PLAYING:

Ford's Most Requested Keynote and Presentation Topics



Innovative Marketing Mastery: Creativity in Action to Produce Profitable Results

This high-energy "how-to" program shows you and your audience creative methods you can use to generate tons of new ideas and improve your sales & marketing efforts. In this session, attendees will leave with a multitude of creative direct and internet marketing techniques for subtly—and not so subtly—getting prospects and customers to buy more products and services, and stand-out above the competition.



Web 2.0 and Beyond: How to Monetize Social Media Marketing Efforts

Using Internet Marketing Tactics, Blogging Strategies, Social Media Networking and More... Ford reveals the seven critical components that must be implemented effectively to supercharge your online marketing efforts. This interactive session is perfect for everyone, regardless of their role in the process OR level of technical expertise. You and your attendees will take away internet marketing strategies in plain English, SEO tactics to get top rankings, traffic-generating resources to supercharge your sales, and Social Media Marketing strategies that help you protect your brand, attract more prospects and produce profitable results.



Secrets of Sales Success: Beyond Your Typical Sales Training

This interactive "Action-Training" creates a lasting positive impact. If you want to supercharge your management and sales force for long-term success and keep them performing at higher levels, then this is the program to choose. Like all of my presentations, it's about actions and results. I'll help your audience increase first-time and repeat sales while improving customer loyalty. I'll guide them through proven strategies, providing your group with immediate action steps they can use to maximize their sales effort.



Business Growth Acceleration™: Improving Your Find-ability, Unique-ability and Profitability!

Ignite the passion of your team with easy to implement strategies that improve performance and profits. This program is designed for organizations that want to attract new customers, wow their current customers, gain a competitive edge, and put the fun back into their workplace.

These Powerful Presentations are Perfect for:

- Corporate Events
- Association Meetings
- Conventions
- Trade Shows
- General or Breakout Sessions
- Sales Meetings

All presentations are available in Keynote, Half-day, Full-day Format.

www.ProfitRichResults.com

To find out how Ford Saeks can help make your next event a success, call: 1-800-227-0240



Rave Reviews for Ford Saeks . . .

- "an engaging presenter with impact"*
- "tons of money-making ideas"*
- "very interactive, fun and on-target"*
- "helped us improve sales over 300%"*
- "supercharged presentation!"*
- "we're going to book him again!"*
- "strategies that resulted in a 225% increase in sales"*
- "extremely beneficial and served as a wonderful kick-off to our conference"*
- "62.5% increase over our goal for the promotion"*
- "best opening Keynote ever – set the tone for our conference"*
- "high energy and practical take-away information"*
- "insights that could be directly applied"*
- "distilled complex concepts down into practical applications that can be easily implemented"*

Partial Client List:

Clients include startup ventures, entrepreneurs, corporations, associations, and convention groups interested in reducing risk, gaining a competitive edge, and increasing profits.

AMA - American Management Association • Comcast Spectacor • CMD - Center for Management Development • Global Spectrum • Mission Valley Bank • Richwood Banking Company • Bank of America • ICCA - Independent Computer Consultants Association • TSTN - The Success Training Network • Channel Three Productions • Insurance Women of America • Cessna • United States Postal Council • Real Estate Mastery • NYSTA State Telecommunications Association • Philadelphia Convention & Visitors Bureau • NY State Association of Health Care Providers • PRSA - Public Relations Society of America • American Marketing Association • PSDA - Print Services & Distribution Association • Philadelphia 76ers NBA • Philadelphia Flyers NHL • EO - Entrepreneurs' Organization • 4ward Financial Marketing • Emmerich Group, Inc • Staples • Anheuser-Busch • H&R Block • Putnam Investments • UPS • John Deere • Subaru • Snap-on Tools • Kaiser Permanente • Liberty Mutual • IBM • Oracle • IFA - International Franchise Association • and many more!

Get Ford for Your Next Event!

1-800-227-0240 or 316-942-1111

www.ProfitRichResults.com

About Ford Saeks

As President & CEO of Prime Concepts Group, Inc., Ford is best known for positioning people and their products and services for profit through proven marketing and innovative publicity campaigns.

Thousands of people benefit from his Television Show "Profit-Rich Marketing" and "Success Strategies" column in business & trade publications, and benefit from his corporate on-site presentations, public seminars and training resources. Ford speaks nationally and internationally to thousands of people each year on increasing marketing results and sales performance, Internet marketing, and maximizing personal potential.

To Meeting Planners:

I know how difficult it can be to select the right professional speaker for your convention, association meeting, or sales event. I've been helping organizations increase performance, re-ignite creativity and innovation, gain a competitive edge, and improve their results to boost sales and profits in a variety of industries.

When you select me for your general session, breakout program or event, I'll create a customized program that's targeted to exceed your expectations. Your attendees receive a program that's fast-paced, fun, and packed with usable information on how to improve their results — and you'll get the credit for arranging it!

— Ford Saeks



Rave Reviews...

"I very much enjoyed your presentation yesterday at the IFA convention. **It was both entertaining and content rich on a topic that is timely for all of us.** Thank you!"

— Kirk Allen, National Director of Financial Services
AlphaGraphics, Inc.

"**I really enjoyed your session.** It was standing room only, you packed it out"

— Kim Hanson
LearningRx

"**Your presentation on "Innovative Marketing Mastery" was extremely well received by everyone.** I have received enormous amounts of **positive feedback from all the general managers and vice presidents.**"

— Michel Sauers, President & CEO
Global Spectrum

"His **dedication and enthusiasm inspires me to "think outside the box"** and **set higher standards for myself.** His **wealth of knowledge for marketing,** in particular, is **amazing.** I am **honored** to have had the opportunity to **learn** from such an **distinguished businessman."**

— Niki Williams, Marketing Coordinator Complex Marketing
Comcast Spectacor

"**Refreshing, memorable, and creative** all describes Ford Saeks. . . This was the most beneficial seminar I have ever attended. The material was presented in an **extraordinarily effective and memorable** manner."

— Brenda Nash
Rubberlite, Inc.

"Bar-none, Ford Saeks is compelling! Ford personalizes and adds tips that transcend core seminar material. Don't miss an enriching opportunity to build skills in an energized interactive setting using real examples."

— Nancy Davis, President
Davco Resources, LLC

"Thank you for your insights into our marketing and publicity campaigns and materials. **I walked out of your presentation both energized and in awe."**

— Maureen C. Quilter, Public Relations Manager
Comcast-Spectacor

"Your presentation **surpassed all of my expectations.** You **packed so much beneficial information** in without ever exhausting our energy. I departed from the event with a **treasure trove of practical knowledge."**

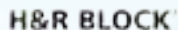
— John Rebernik
CIS Information Services

"**Ford put much effort into understanding our company and developing a program** that would **successfully meet our training objectives.** His **attention to detail and extensive preparation were impressive,** and we look forward to inviting him back in the future."

— S. Erker
Bank Of America

"Your Ideas and strategies **resulted in a 225% increase in sales over a base period and 62.5% increase over our goal for promotion."**

— Bryan Fleming, Sales Manager
Energy Family Credit Union



CREATE • DUPLICATE • DELIVER

Call Today for Fees and Availability:
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www.ProfitRichResults.com

