

About the Boyens Group[®]

- The Boyens Group[®] a Brentwood, Tennessee-based consulting firm that works both in the Corporate space (www.boyens.com) as well as in the Franchise space (www.productivefranchising.com)
- We are a Supplier Member of the IFA and work with Franchise Systems worldwide to help them drive same store sales, improve employee satisfaction, maximize customer retention and ensure operational excellence
- We provide service to these Franchise Systems in a variety of ways including delivering keynote addresses at National or Regional Meetings; custom-designing and facilitating sales, customer service, and management seminars; facilitating a series of skill-building Webinars and providing business consulting services to individual Franchise Owners
- As a result these Franchise Systems are increasing same store sales and average order/ticket size while improving their management effectiveness by hiring better people, reducing turnover and improving their communication and management skills

About John Boyens

- John Boyens' expertise (over 20 years in corporate America running sales and marketing for several Fortune 1000 companies and for the past eleven years running his own sales and marketing consulting firm...the Boyens Group[®]) keeps him in demand as a guest speaker, facilitator, workshop leader and business consultant across the globe.
- He has addressed thousands of business executives, franchise executives, sales, service and marketing people in a variety of formats, delivering customized programs on such topics as: *"Outsmarting the Competition," "Igniting Performance," "Creating a Productive Selling Zone[®]," "Coaching for Optimal Performance" and "Managing for Results."*
- John has authored several audio CD series including, *Techniques of World Class Sellers* and *Accelerated Sales Audio Program*. His latest book is entitled, *Creating a Productive Selling Zone[®]*. He is currently writing *Creating a Productive Franchising Zone*.
- John is a graduate of North Central College and is a Supplier Member of the International Franchise Association, an active member of the National Speakers Association, the International Speakers Network and Sales and Marketing Executives International.

To book John, contact SPEAK!
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