

*"Audiences love Ford's interactive approach, fun style and action-oriented focus that allow participants to leave with a renewed commitment to follow your systems, along with fresh insights they can use to produce immediate results"*

**INCREASE ACCOUNTABILITY**

**GAIN THE COMPETITIVE EDGE**

**MAKE MORE**

**MONEY!**

**WITH FORDSAEKS**



**Impactful, Interactive and Entertaining Presentations that Improve Results!**

**Attract Loyal and Repeat Customers**

Enhance Customer Engagement **Increase Accountability**

Local Area Marketing Impact

**Motivate Your Diverse Workforce**

**Improve the Customer Experience**

Increase Sales and Profits **Local Traffic Generation**

**Shorten Your Sales Cycle**

Gain Referrals **Stay Relevant in the Marketplace**

Build Social Influence

Internet Marketing

**Keep Your Sales Pipeline Full**

..... **To Meeting Planners:** .....

I know how difficult it can be to select the right professional speaker for your national convention or regional meeting. I've been helping businesses increase performance, gain a competitive edge, generate leads and attract new customers to boost sales and profits in a variety of industries. Franchisors want their franchisees to engage their systems and use the tools available to them. As a neutral expert, I become a third party endorsement creatively wrapping that outcome within the context of my presentation.

When you select me for your general session, breakout program or event, I'll create a customized presentation that's targeted to exceed your expectations. Your attendees will receive a program that's fast paced, fun and packed with action items to improve their results and you'll look like a superstar for booking me!

  
Ford Saeks



# FORD SAEKS, BUSINESS GROWTH SPECIALIST

## Ford's Most Requested Presentations:

- ➔ **Cha-Ching!** Helping Franchisees Attract Customers and Make More Money!
- ➔ **Superpower Success!** How to Think, Act and Perform with Less Effort and Better Results!
- ➔ **Social Influence for Franchisees:** How to Connect, Engage and Convert on a Local Level!
- ➔ **BOOM!** Explosive Insights into Generational Marketing and Trending Technologies!



"Ford gave an information packed, **outstanding keynote presentation**, leaving our franchisees with a **renewed commitment and energized with action steps to get more customers into their stores.**" — Sharon DiMinico, CEO, Learning Express, Inc.

"We just had Ford Saeks as a keynote speaker for our convention and **I'm already hearing rave reviews.** People are taking his ideas right now and figuring out how to take them back to work in their businesses so they can do great things with them. **I highly recommend all of [Ford's] work!**" — Mike Ferretti, President & CEO, Great Harvest Bread Company



"Thank you for your **awesome presentation** to our PostNet dealer network. You left them energized and **filled with strategies and tactics that they can use to improve their business centers.**" — Steve Greenbaum, President & CEO, PostNet

"We booked Ford for our national convention and hoped he'd live up to all the hype we'd heard. We were wrong. He **EXCEEDED** it. Ford delivered the goods in spades. **His keynote knocked it out-of-the-park and his break-out session was full to overflowing** — not only with attendees, but with **useable, salient, practical ideas for our members' businesses.**" — Cynthia Hereth, Meeting Planner, Restoration Industry Association (RIA)



## Who is Ford Saeks?

As president and CEO of Prime Concepts Group, Inc., Ford Saeks' extensive background in the business world and the internet provides his clients with a unique advantage. Drawing from more than 25 years of entrepreneurial and business growth experience, Ford specializes in helping his clients find, attract and keep more customers.

**Franchise audiences love Ford's interactive approach, fun style and action-oriented focus that allow your franchisees to leave with a renewed commitment to follow your systems, along with fresh insights they can use to produce immediate results.**



**For fees and availability, contact Katrina Mitchell (702) 304-3710**



# SPEAKING TOPICS

## Interactive Approach, Fun Style and Action-Packed Presentations

### ■ **Cha-Ching!**

#### **Helping Franchisees Attract Customers and Make More Money!**

Getting more customers, increasing the average transaction, and encouraging repeat sales are the goals of every business. Buyer behaviors are changing. The way your prospects make decisions on who to do business with is influenced by instant access to customer reviews, social proof and word-of-mouth referrals. Ford will reveal the five keys to improve customer engagement that help you keep your sales pipeline full and shorten your sales cycles. You'll discover how to increase foot traffic into local stores, attract qualified prospects to your website, and create a "buying culture" that works with any budget or business model. You'll leave with fresh insights and action-steps that you can implement immediately to build trust & credibility that leads to increased revenues now and into the future.

*(Focus: Marketing, Sales, Customer Loyalty, Personal Accountability for Success)*

### ■ **Superpower Success!**

#### **How to Think, Act and Perform with Less Effort and Better Results!**

It's no secret that everyone is tasked with doing more with fewer resources. Days quickly bleed into months, and months into years...and there never seems to be enough time to get it all done or celebrate success. Ford understands that owning a franchise can be challenging, especially if you're working in your business instead of on your business. This presentation delivers clear action-steps in alignment with your outcomes and objectives all tied to your brand, plans, existing learning systems, and franchisee tools. Business owners, executive leadership, management and staff can all benefit by unlocking their hidden potential, enhancing critical thinking skills, and taking advantage of the seven steps to superpower success.

*(Focus: Accountability, Performance, Productivity, Results)*



**Get Ford for your next event! Contact Katrina (702) 304-3710**

**[www.FranchiseSpeakers.com](http://www.FranchiseSpeakers.com)**



## ■ Social Influence for Franchisees

### How to Connect, Engage and Convert on a Local Level!

Discover easy ways to leverage social media for your business in less than an hour per week. This presentation isn't about technology, it's about communication and how you can stay relevant while encouraging first-time and repeat sales. This program provides a blueprint for franchisees to increase visibility, connect with customers, and gain a competitive edge. You'll get simple strategies that you can use on a local level to build relationships, attract top talent, uncover new opportunities, enhance customer service, and increase customer retention. Find out how to build trust & credibility with social media websites that are best for your local business. You'll love this fast-paced and interactive presentation where Ford demystifies these new mediums as they relate to franchisees in the new economy.

*(Focus: Customer Retention, Building Trust and Credibility, Reputation Management, Social Media for Local Businesses)*

## ■ BOOM!

### Explosive Insights into Generational Marketing and Trending Technologies!

Each generational group, from millennials to baby boomers, has their own specific characteristics, behaviors, and buying patterns. This has created new opportunities for franchisees to gain a competitive edge. In the race for relevancy, the one-size-fits-all marketing and communication strategy just isn't very effective. Avoid the generational landmines that can destroy your business. Discover how you improve your marketing to multigenerational marketplaces, in addition to how you manage multigenerational workforces. Gain insights into what motivates millennials, Gen X, Gen Y, and Boomers, and how new technologies improve the process. You'll leave this presentation armed with the tactics to engage the diverse demographics of today's consumer.

*(Focus: Marketing, Customer Diversity, Trends, Generational Influence)*



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# RESULTS

## Meeting planners love Ford Saeks because he exceeds expectations with customized presentations that are on-target, on-theme, and value-added.

**“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 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



### Partial Client List

- Learning Express Toys, Inc.
- Great Harvest Bread Franchising Co.
- RIA - Restoration Industry Assoc.
- BlackFin IRS Solutions
- IFA - International Franchise Assoc.
- Comcast Spectator
- Subaru
- Snap-on Tools
- H&R Block
- Oracle
- UPS
- Staples
- Anheuser-Busch
- PostNet, Inc.
- PSDA - Print Services & Distribution Association
- Consulting World Conference
- Insurance Women of America

- Proudfoot Consulting, Inc.
- EO - Entrepreneur's Organization
- NHL - Philadelphia Flyers
- National Frozen & Refrigerated Foods Association
- Liberty Mutual
- AMA - American Management Association
- Global Spectrum
- TSTN - The Success Training Network
- AstraZeneca
- LS Radio Network
- Real Estate Mastery Conference
- High Point University
- Bank of America
- Kaiser Permanente
- ISN - International Speakers Network
- Mission Valley Bank
- Emmerich Financial Group, Inc.

- Philadelphia Convention & Visitors Bureau
- Putnam Investments
- Friends University
- American Marketing Association
- PRSA - Public Relations Society of America
- 4Ward Financial Marketing
- Peak Performance Mastery
- ICCA - Independent Computer Consultant Assoc.
- Gage Research & Development, Inc.
- New York State Assn. of Health Care Providers, Inc.
- Richwood Banking Company
- Channel Three Productions
- Rockhurst University
- Citation Shares Aircraft-Cessna
- New York State Telecommunications Association
- Dynamic Performance Institute
- HCP - Health Care Providers, Inc.

- Next Financial Services
- CBAI - Community Bankers Association of Illinois
- NBA - Philadelphia 76ers
- PMA - Publishers Marketing Association
- First Union Bank
- IBM
- Nationwide Marketing Group
- Mayer Motivations Inc.
- Monsanto
- Quantum Expositions, Intl.
- Rx-Success
- Total Action Products
- United States Postal Council
- Viking Corporation
- U.S. Chamber of Commerce
- **YOU?**

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# ABOUT FORD SAEKS

## Ford Saeks Business Growth Specialist



As President and CEO of Prime Concepts Group, Inc., an integrated marketing services firm, Ford Saeks specializes in helping businesses find, attract and keep their customers. A true entrepreneur, Ford has been actively involved in the successful growth and leadership operations of multiple business ventures in a variety of industries, including many of the Fortune 1000 Companies.

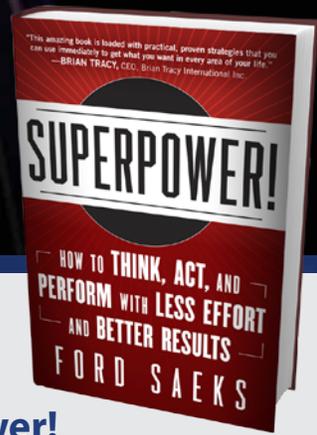
The author of four books, including the popular release, *Superpower! How to Think, Act and Perform with Less Effort and Better Results*, Ford is widely recognized for his insights on business success, Internet marketing, customer engagement, lead generation, social influence, and helping people be accountable for their personal and professional results.

Ford speaks to many thousands each year, presenting worldwide to business audiences ranging from entrepreneurs, franchise owners and staff, CEO's & executive leadership teams, and associations. His extensive background and wisdom in the business world and the Internet provides his clients with unique advantages. He serves as a board director of the National Speakers Association, is a member of the Entrepreneurs Organization (E.O.) and is an award-winning Keynote speaker.

Meeting planners love him because he exceeds expectations with customized presentations that are on-target, on-theme, and value-added. Audiences love his interactive approach, fun style and action-oriented focus that allow them to leave with fresh insights and action steps they can implement to produce immediate results.



### As Featured On:



## Superpower!

How to Think, Act and Perform with Less Effort and Better Results

*"This amazing book is loaded with practical, proven strategies that you can use immediately to get what you want in every area of your life."*

— Brian Tracy, CEO, Brian Tracy International Inc.



## Profit-Rich Marketing

Proven Strategies to Help You Grow Your Business

*"It's obvious that Ford is passionate about improving results. His wealth of knowledge and ideas are amazing!"*

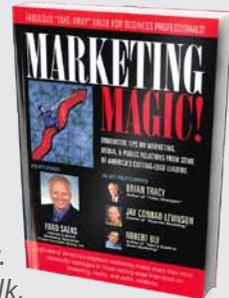
— Niki Williams, Marketing Coordinator, Comcast Spectator

## Marketing Magic!

Innovative Tips on Marketing, Media, & Public Relations

*"Ford Saeks is a master. Period. This straight-talk, no-nonsense guide will shift your thought process and laser-focus your results. The guy's a genius."*

— Shawne Duperon, CEO ShawneTV



To find out how Ford can help make your next event a success, call Katrina Mitchell (702)304-3710 or [www.FranchiseSpeakers.com](http://www.FranchiseSpeakers.com)



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EVERYONE IS RAVING ABOUT  
FORD SAEKS  
BUSINESS GROWTH SPECIALIST**

**KATRINA MITCHELL AT 702.304.3710**  
**WWW.FRANCHISESPEAKERS.COM**



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