



## **Bob Burg Testimonials**

“Bob’s presentation at our annual global conference has helped us implement a progressive growth plan by creating a ‘Go-Giver Culture’ within our entire organization, and provide our franchisees with the knowledge, skill-set and confidence to create new business.

Two things are immediately noticeable about Bob: First, he is a team player. He invests himself 100 percent in your company, in your goals and what you desire to accomplish as a result of his custom presentation.

Secondly, he understands the heart and mindset of franchising, which makes perfect sense because the Five Laws from his book speak directly to that philosophy.

As Bob shows in everything he does and in everything he teaches, when you take your eyes off yourself and put it onto serving others, focusing on providing exceptional value to people, the results provide for greater enjoyment and increased revenue.

We recommend him highly to any franchisor looking for a speaker who will provide a fantastic conference experience and growth that will last long after the event has concluded."

**-JoAnn Lombardi, President  
and Peter King, CEO, VR Business Brokers**

“Very powerful... a simple concept that our franchise owners can begin implementing immediately.”

**-Gerald Bergler, Executive V.P. , American Speedy Printing Centers**



“Many thanks for the outstanding job you did for our client, RE/MAX. The fact that you got a standing ovation from the audience 15 minutes into your presentation proves just how powerful an impact you had. My client was so thrilled after those first 15 minutes that she actually left the room to call me and tell me how good you were and they still had another 100 minutes to go! Your ideas were spot on. You obviously did your research. You took that stage and delivered 1000%.”

**-Derek Sweeney, President, The Sweeney Agency**

You know you are going to experience something different and life changing from the first moment you hear Bob Burg. Simply put he not only gets what really matters in relationships between people but he knows how to share that knowledge with an audience in a way that is both informative, entertaining and soul searching. You don't come away from time with Bob without having your life changed for the better.

**Steve Murray, Editor of REAL Trends and President of REAL Trends Consulting, Inc.**

Outstanding! Our sales people and operational managers were glued to their seats and absorbing Bob's wisdom, stories and expertise. I was particularly impressed with Bob's preparation. Any member of the audience would have thought he had been around our business for years to speak with that level of confidence and understanding. There is an overall demeanor about Bob that gravitates the audience to his charisma and character. He is sincere and believable, which instantly makes you realize he lives by the Go-Giver concepts. You know a presentation really resonates when 6 weeks later people are still quoting and applying the message!

**Glen Garvin, Vice-President, Dominion Dealer Specialties**



“A lot of thought goes into who we invite to speak at our international conferences. In a competitive sales environment, Bob was a great choice, right on the mark and exactly what our team needed. He has vast experience, knowledge and a very engaging style that brings outstanding value with the information he provides. No matter how high-tech the world has become, business success is still all about the relationships. Bob is the best in teaching exactly how to build them.”

**Subroto Bagchi, Chairman, Mindtree Limited, Bangalore, India**

ReeceNichols invited Bob Burg to speak to our sales force on the power of endless referrals and the principles outlined in his best-selling book *The Go-Giver*. Leading up to the event, Bob and his team were tremendous to work with — they were organized and really took the time to learn about our company, our culture and what we wanted our sales force to take away from the engagement. At the event Bob lived up to his reputation of being a dynamic speaker and getting across in a humorous and thoughtful way how a salesperson can grow their business by delivering true value to their customers and prospects. For all those that attended they were rewarded with very real and practical ways they could be more successful the moment they walked out of the room. We truly appreciated our opportunity to work with Bob and his team.

**Linda Vaughan, President and CEO of ReeceNichols Real Estate**

“Entertaining as well as power-packed with usable information. He came across to all of us as a ‘team player’ who had a sincere interest to support our success. I would recommend Bob to any group who wants to learn from his effective approach to business development.”

**Scott A. Root, President and CEO, Astra Tech Inc.**



Bravo Bob! In a 40 year sales career I've heard them all. You have the best content, delivery, and connection to the audience that I have ever seen! You and your keynote speech were the buzz of our conference. All of the sales executives present are still talking about you 6 weeks later!

**Larry Kendall, Founder of Ninja Selling and Cofounder of The Group, Inc. Real Estate**

“As the keynote speaker at our national meeting, Bob’s message was powerful and so very much needed in today’s business environment. While we asked him to speak because of what he had written (we love The Go-Giver and Go-Givers Sell More) his ability to deliver the value came from his genuine desire to listen to us, to hear us, and to gear his presentation to exactly what we needed. Both Bob’s message and his actions made a lasting impression on our organization.”

**Monte Salsman, COO, WinWholesale, Inc.**

“Bob is engaging, motivating and entertaining. As the keynote speaker at our national convention, he grabbed everyone’s attention from the get-go and continued to inspire us throughout the talk. We took copious notes and incorporated his tips into our every-day lives, reaping the rewards by doing so.”

**Claudia Arnold-Sawaf, Vice President of Client Services  
Trilogy – Financial, Tax & Estate  
Investment Advisor Representative with National Planning  
Corporation**

“Bob Burg was an exciting and entertaining speaker at Scentsy’s 2013 Leadership event. His talk built confidence among our top Consultants and provided information and ideas they could put to work immediately. He’s an inspiring presenter and a pleasure to work with.”

**Orville Thompson, CEO, Scentsy, Inc.**

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2229 Mariposa Ave, Boulder, CO 80302  
Phone 720-304-3710 © Fax 720-223-2222  
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“...Consider this my enthusiastic endorsement for any dealership or family of dealerships that want to significantly lower turnover and increase repeat and referral buyers in order to dramatically increase both their sales and the resulting profits as well!”

**Mark Barton, General Sales Manager, JM Lexus – #1 Lexus Dealer in the World**

“Business volume to our new targeted market increased by 300% in just 3 MONTHS! Bob’s program continued to be so successful, we brought him in to speak to our entire national sales force, and took his program company-wide!”

**Dave Brandt, Divisional Vice President, GE Financial Advisors, Genworth**

“Nothing short of fantastic. I would recommend, without reservation, your program to any other sales professional, both in and out of our profession.”

**~Allen L. Howard, CLU, General Manager, New York Life Insurance Company**

“I have worked with some of the nation’s most talented speakers. It is from this platform I am certain that Bob will exceed your expectations...I can endorse him to you, without reservation...”

**~Allison Pruitt, President, Association Management & Communications**