



**Give Exceptional Value. Receive Extraordinary Results.**

# RESULTS

# Bob Burg

Give Exceptional Value. Receive Extraordinary Results.

## Have Bob Speak at Your Next Conference!

Highly acclaimed speaker and national bestselling author, Bob Burg is one of the world's elite authorities in the field of relationship marketing. Through his Go-Giver methodology and Endless Referrals system, Bob teaches business and sales professionals how to leverage their everyday contacts into a never-ending stream of A-list, highly-qualified prospects. Combining humor and entertainment along with hard-hitting, immediately-applicable, "how-to" information, Bob equips attendees with both the skills and confidence to develop their own army of *Personal Walking Ambassadors* and multiply their referrals—exponentially!

SUCCESS • REFERRALS • VALUE • ACHIEVEMENT • NETWORKING • CREDIBILITY • RELATIONSHIPS • MARKETING

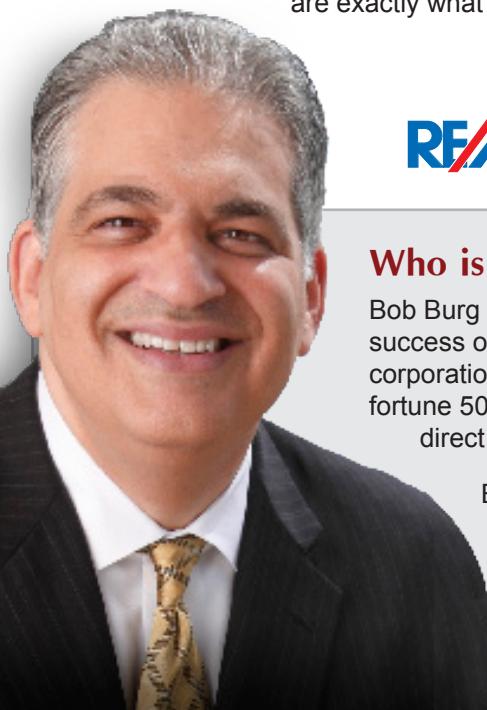
- ENTERTAINING • EFFECTIVE • RESULTS • ENDLESS • GIVE •
- ### Bob's Most Requested Programs:
- The Go-Giver Way: Influence, Success & Profit
  - Go-Givers Sell More
  - Ultimate Influence: Lead Better, Sell More & Get the Results You Desire
- BUSINESS • DYNAMIC • REWARDS • POWERFUL • TALENT • INSPIRING • EFFECTIVE • ATTRACT • TARGETED •

**"Entertaining as well as power-packed with usable information. 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.

**"I salute your professionalism, your incredible passion for what you do... In this economy you are exactly what every sales force needs to hear."**

— Derek Sweeney, President, The Sweeney Agency



### Who is Bob Burg?

Bob Burg shares information on topics vital to the success of today's business person. He speaks for corporations and associations internationally, including fortune 500 companies, franchises, and numerous direct sales organizations.

Bob is an advocate, supporter and defender of the Free Enterprise system, believing that the amount of money one makes is directly proportional to how many people they serve and how well they serve them.



Contact Kathy Tagenel at 1-866-962-6995 to schedule  
Bob to speak at your next company meeting or event.

# Presentations with Lasting Impact

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## Bob Burg Is The Perfect Speaker When You Want To:

- Shift your team's focus from competing on PRICE to selling on VALUE
- Cultivate an endless stream of highly-qualified prospects
- Redefine your sales team's beliefs about selling (This is a surprising, yet powerful difference-maker)
- Turbocharge your company's sales and referral-based business
- Attract clients who will be fiercely loyal
- Get what you want—even from the most difficult people
- Have a great time learning profitable, business-building skills with lots of laughs

### Bob's Most Requested Programs:



#### **The Go-Giver Way: Influence, Success & Profit**

How a subtle shift in focus helps you provide exceptional value, expand your influence and dramatically increase your revenue. Based on Bob's International Bestseller, *The Go-Giver*, this inspiring and principle-based program teaches the Five Laws of Stratospheric Success and how that can be used to dramatically increase effectiveness, influence and sustainable profit.



#### **Go-Givers Sell More**

This program takes the Five Laws of Stratospheric Success and applies them specifically to the selling process. Bob will help your sales team redefine how they view the selling profession and realize the amount of money they make is directly proportional to the number of people they serve and how well they serve them.



#### **Ultimate Influence: Lead Better, Sell More and Get the Results You Desire**

Whether in terms of leading a team or as part of the sales process, Influence is the ability to move people to a desired action. When done correctly, everyone benefits and feels genuinely good about the results. In this program, utilizing his Five Principles of Ultimate Influence™, Bob shares his strategies for accomplishing this in a very predictable fashion.

# Results

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## Partial Client List

Aflac  
American Stock Exchange  
Astra Tech, Inc.  
General Electric  
JM Lexus  
John Hancock/Manulife  
Mannatech  
MarineMax  
Minuteman Press International  
Million Dollar Round Table  
MonaVie  
National Association of Realtors®  
New York Life Insurance Co.  
Peter Lowe's Success Series  
PGA of America  
Portland Trail Blazers  
LegalShield  
RE/MAX  
Rockhurst University  
Undertone Networks  
UBS  
Wachovia  
WordPress Direct



"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 mins 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

**"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.

"I consider Bob Burg to be without a doubt, **one of the world's leading experts on networking.** His mix of hard-hitting information and contagious humor clearly wowed the audience and held them captive—I highly recommend Bob to speak for any organization."

— Dr. Ivan Misner, New York Times Bestselling Author & Founder of BNI

"...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

# Influence & Success

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## Who is Bob Burg?

**Bob Burg shares information on topics vital to the success of today's business person.** He speaks for corporations and associations internationally, including fortune 500 companies, franchises, and numerous direct sales organizations.

Sharing the principles contained in his bestselling books, Bob has addressed audiences ranging in size from 50 to 16,000. He has shared the platform with notables including today's top thought leaders, broadcast personalities, Olympic athletes and political leaders including a former United States President.

His international bestseller, *The Go-Giver* has been heralded as a new business classic. It's been translated into 21 languages and it is his fourth book to sell over 250,000 copies. His critically acclaimed book, *Endless Referrals: Network Your Everyday Contacts Into Sales* continues to be used as a training manual for top sales organizations around the world.

**Bob is an advocate, supporter and defender of the Free Enterprise system, believing that the amount of money one makes is directly proportional to how many people they serve and how well they serve them.**

Highly acclaimed speaker and international bestselling author, **Bob Burg is one of the world's elite authorities in the field of relationship marketing.** Through his Go-Giver methodology and Endless Referrals system, **Bob teaches business and sales professionals how to leverage their everyday contacts into a never-ending stream of A-list, highly-qualified prospects.**

Using his highly effective principles and strategies, new sales are converted into lifelong customers and *Personal Walking Ambassadors* that multiply the volume of referred prospects—exponentially! He is known for his powerful presentations filled with useful information delivered in a dynamic and humorous style which **keeps his audience engaged and able to put their new skills to work immediately.**



"Master the contents of Endless Referrals and you will practically **GUARANTEE** your future success."

— Tom Hopkins, Author,  
*Master the Art of Selling*

"**Utterly captivating from cover to cover.** It will positively and profoundly inspire you."

— Peggy McColl, Bestselling Author,  
*Your Destiny Switch*

"If Benjamin Franklin had picked someone to teach the lessons in self-mastery that he used in his life, he would have picked Bob Burg."

— Vic Johnson, Founder  
AsAManThinketh.net

"[Burg] has demonstrated that adding value to people's lives is the way to climb the ladder of financial success."

— Fran Tarkenton, Hall of Fame Quarterback and CEO  
GoSmallBiz.com

"Just in my second year in business, I'm on track to do over a **MILLION DOLLARS** in commissions!"

— Cal Faber, Agent,  
RE/MAX - Victoria, BC

# In The Media

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## Bob Burg is a Frequent Guest Expert For Various News and Media Networks



For media inquiries contact Kathy Tagenel at (775) 220-6995 or visit [www.Burg.com](http://www.Burg.com)

### Partial List of Media Appearances

- Bill O'Reilly
- Charlie Brennan Show, KMOX (St. Louis)
- Daytime
- Jean Chatzky, Oprah & Friends XM Radio
- Kansas City Business Journal (and 12 other Business Journals)
- Maureen O'Boyle
- Montel Williams
- NECN (New England Cable News)
- New York Post
- National Enquirer
- Rolanda
- Success Magazine
- Voice of America
- WGN Chicago
- WBZ Radio (Boston)
- WABC Radio and TV

**SUCCESS**  
What Achievers Read

**NEW YORK POST**

KANSAS CITY  
**BUSINESS JOURNAL**

**&OPRAH™  
FRIENDS**

NATIONAL  
**ENQUIRER**

**MONTEL**

**KMOX**  
NewsRadio 1120  
The Voice of St. Louis

**NECN**  
NEW ENGLAND CABLE NEWS

**VOA**

NewsTalk Radio  
**77WABC**  
News. Opinion. Passion.

**CNN**

**Daytime**

**WBZ 1030**  
NEWS RADIO

**WGN 9 CW**  
THE TELEVISION CHICAGO

# Bestselling Author

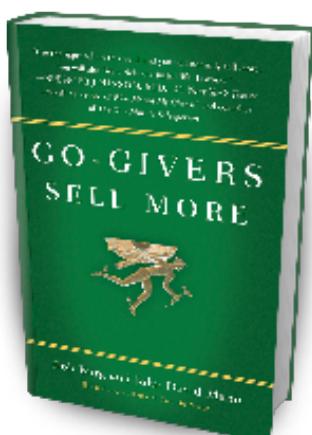
Give Exceptional Value. Receive Extraordinary Results.

“ All things being equal, people will do business with, and refer business to, those people they **know, like and trust.** ”

## The Go-Giver

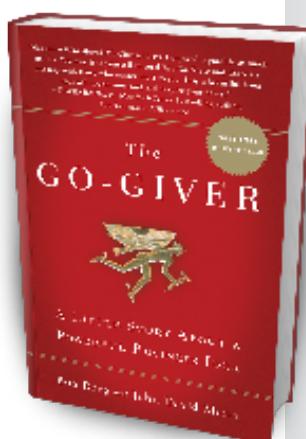
A Little Story About a Powerful Business Idea

Rapidly going from national bestseller to global phenomenon, *The Go-Giver* took the business world by storm with its message: that shifting one's focus from getting to giving is not only a nice way to live life, but the most financially profitable way as well.



## Go-Givers Sell More

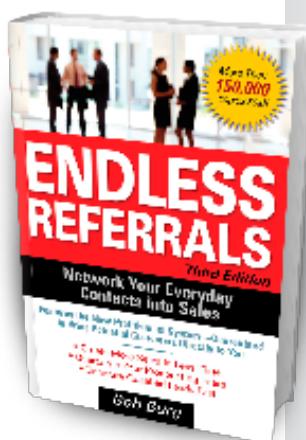
*Go-Givers Sell More* takes the Five Laws from the original book and applies them specifically to the selling process. Follow this advice and your business will be a lot more fun, a lot less stressful, and a lot more profitable.



## Endless Referrals

Network Your Everyday Contacts into Sales

The definitive guide to turning casual contacts into solid sales opportunities. In this fully-revised third edition, Bob Burg builds on his proven relationship-building principles to bring even more clients to your door and helps you attract only those who are interested in what you sell.



Find other great resources from Bob Burg at [www.Burg.com](http://www.Burg.com)

## Bestseller

WALL STREET JOURNAL

BusinessWeek

Inc. 800ceoread

The Business Book Bestseller List

amazon.com

"It is a beautiful book, one that will touch your soul and inspire your heart."

— David Bach, #1 New York Times Bestselling Author, *Start Late, Finish Rich*

"[A] philosophy—actually, a way of being—that will dramatically increase your business, enrich your life, and make an extraordinary mark on the world around you."

— Gary Keller, Founder and Chairman of the Board, Keller Williams Realty, International, and Bestselling Author of *The Millionaire Real Estate Agent*

"In a style both engaging and insightful, *The Go-Giver* delivers a very powerful message."

— Stephen M.R. Covey, New York Times Bestselling Author, *The Speed of Trust*

"If you're serious about your sales career, whether you are selling a product, service, or yourself, master the contents of this book and you will practically guarantee your future success."

— Tom Hopkins, author of *How to Master the Art of Selling*

fun . principle-base  
achievement talent  
marketing  
powerful enriching  
endless  
business referrals trust  
give rewards  
strategies dynamic  
relationships credibility  
networking effective  
winning intuitive  
communication

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