

achievement

mindset
VALUABLE

business referrals TRUST

REWARDS

STRATEGIES

RELATIONSHIPS

working EFFECTIVE

ATTRACT

targeted

Bob Burg

Give Exceptional Value. Receive Extraordinary Results.

RESULTS

COMMUNICATION intuitive

leveraging

entertaining

CREDIBILITY

INSPIRING

DYNAMIC

ENDLESS

powerful
enriching

talent

MARKETING

SUCCESS

mindset

GIVE

NETWORKING

Bob Burg

Give Exceptional Value. Receive Extraordinary Results.

Have Bob Speak at Your Next Convention!

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

Bob's Most Requested Programs:

- **The Go-Giver:** 5 Counter-Intuitive Laws That Will Accelerate Your Success
- **Go-Givers Sell More**
- **Endless Referrals:** Never Run Out Of New, High-Quality Prospects Again!

RESULTS • ENDLESS • GIVE

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

Presentations with Lasting Impact

Give Exceptional Value. Receive Extraordinary Results.

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: 5 Counter-Intuitive Laws That Will Accelerate Your Success

Based on Bob's National 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 and happiness at work and at home.



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.



Endless Referrals: Never Run Out of New, High-Quality Prospects Again!

Recession-proof your business by never running out of high-quality prospects again. Bob's principles and system will equip your team to easily generate a constant stream of interested and eager referrals! This powerful program is based on Bob's bestselling, *Endless Referrals: Network Your Everyday Contacts Into Sales*, which serves as the "textbook" of choice for many of today's top sales organizations.



Results

Give Exceptional Value. Receive Extraordinary Results.

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
Pre-Paid Legal
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

Give Exceptional Value. Receive Extraordinary Results.

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 national bestseller, *The Go-Giver* has been heralded as a new business classic. It's been translated into 19 languages and has already soared passed the 200,000 copies sold mark. His critically acclaimed book, *Endless Referrals: Network Your Everyday Contacts Into Sales* has also sold over 200,000 copies and continues to be used as a training manual for top sales organizations throughout 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

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



For media inquires contact Kathy Zader at (775) 883-1683 or visit 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



Bestselling Author

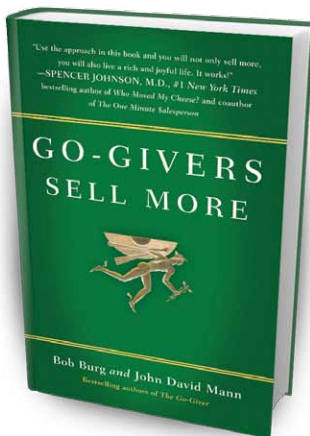
Give Exceptional Value. Receive Extraordinary Results.

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

The Go-Giver

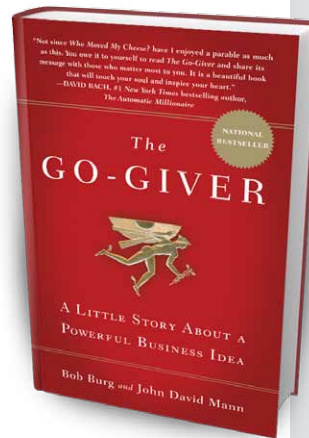
A Little Story About a Powerful Business Idea

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

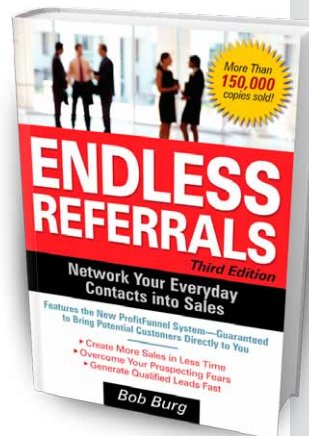
Go-Givers Sell More takes the Five Laws from the original book and applies them specifically to the selling process. Follow this advice and your business will be a lot more fun, a lot less stressful, and a lot more profitable.




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

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*

