

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



DR. ALLAN COLMAN

**AI IMPACTS ON LEADERSHIP AND REVENUE ACCELERATION KEYNOTES,
PROFESSOR, AUTHOR**

Dr. Allan Colman is an accomplished professional, combining 3 decades of leadership successes along with sales acceleration. From leading a 5,600 employee public agency, to clients who have produced millions of dollars of new business, he is recognized as a leader in strengthening operational structures which continue to perform. Allan is a Professor of Marketing and Sales at California State University Dominguez Hills. His 4 books include *The Crazy Impact of Leadership* and *The Revenue Accelerator* and keynotes and seminars contain humor and memorable keys to success.



AS SEEN ON:



DR. ALLAN COLMAN

TOPICS

WILL AI HOGTIE OR KICKSTART REVENUE ACCELERATION?

The Profit Lab Answer

Revenue growth is all about what type of "Accelerators" are needed to help business leaders and non-profits outpace competitors and hit record sales. Drawing from *The Revenue Accelerator*, Dr. Colman's recent book, (published by Made For Success, Inc. of Sammamish, Washington), and based on his extensive 3 decade career in marketing, sales consulting and teaching, this keynote clearly demonstrates how anyone from seasoned professionals to start-ups can rapidly grow income.

Adding AI to these efforts would be a multi-faceted approach that involves leveraging advanced algorithms, data analysis and automation. These can assist in optimizing various aspects of driving revenue growth including:

- Personalized Marketing
- Sales Forecastin
- Dynamic Pricing
- Supply Chain
- Revenue Forecasting

The audience will perk up and pay attention as these AI assets are blended into optimizing the 21 Boosters of Revenue including:

- Branding
- Marketing Planning
- Selling
- Competing
- Rainmaking

Overall, AI has the potential to enhance how revenue accelerating operates and how businesses can operate and drive faster revenue growth. Properly structured, implementing AI into revenue accelerating efforts can be a true "jumpstart."

THE PROFIT LAB - RESULTS-DRIVEN HALF-DAY SEMINARS

21 Boosters to Accelerate Revenue

Dr. Colman crafts a compelling reason for the audience to perk up and pay attention to the keys of revenue acceleration. The Profit Lab distills unique methods for bringing in more dollars from what companies are already doing as well as what they are not doing. Proven by Dr. Colman's extensive 30+ year career in sales consulting, he explains how anyone from seasoned professionals to start-ups can see 60% to 200% revenue growth within a year.

Revenue Growth is all about what type of "Accelerators" are needed to help business leaders and non-profits outpace competitors and hit record sales all the while establishing a culture of innovation. Seminar segments from Allan's Book, *THE REVENUE ACCELERATOR*, published by Made For Success, Sammamish, Washington, include:

- Are you Kleenex or Tissue?
- What should your marketing plan address?
- Are you listening?
- What is your #1 key competitive advantage?
- Are you identifying hidden opportunities?

THE 90-DAY REVENUE SPRINT - SALES EXECUTION

2-3 Hour "Revenue Catapult" Program

The "Sprint" is specifically designed for speed and rapid revenue growth. It is NOT about kissing more frogs. It is NOT marketing. It is sales execution to accelerate revenue. It is actions, not plans. Using a simplified graphic, lead-generating approach, visualizing the most important leads, is the fundamental key to success in a revenue sprint. A 2-hour educational video, *The 90-DAY REVENUE SPRINT*, produced by Made For Success, Sammamish, Washington, provides background and training skills.

Completing this program provides the attendees with:

- Rapidly increase new business
- Double the number of meetings and prospects
- Finding and using hidden assets

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TESTIMONIALS

"Thank Dr. Colman for all those great ideas. I thought he was going to bring some original insights to the table, and he did that!"

B.B.
Attorney and Chair of NYU Entrepreneurship Group Alumni

"He teaches how to finance, market, sell and overcome bumps in the road."

Lloyd M. Johnson Jr.
CEO
Chief Legal Executive

"A few weeks ago I attended a Keynote and a follow-up seminar led by Allan Colman. I'm already putting several of the potential actions into my business."

J.K.
CEO
Video Production Company

"Allan's marketing restructuring program of our 15,000 person company helped us generate new business and become more effective."

Art Darrow
Chairman & CEO (ret.)
Dames and Moore, Inc.

"Sometimes you have to go slow to go fast. Dr. Colman will show you how."

Karen Mangia
WSJ Best Selling Author & Salesforce Executive

"By his helping us identify the most lucrative channel, initial results included the sales of 50,000 units to Disney Theme Parks."

Tim Pierce
Specialty Products

"Colman has hit the nail on the head. His perspectives will be of immeasurable value to people who are ready to go for the brass ring."

Steven M. Venokur
Founder and Managing Partner of People Sciences, Inc.

"If you are looking for a new approach to succeed in today's complex marketplace, look no further."

Scott Hogle
President
i HeardMedia Honolulu & Best Selling Author *PERSUADE*

"Not only is the information current and relevant, but the tools provided will be a godsend for any person trying to start a business."

Debbie Goldfarb
BIZ Made EZ



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PARTIAL CLIENT LIST

PRICEWATERHOUSE COOPERS
BOIES, SCHILLER
DAMES & MOORE, INC
GENERAL ELECTRIC
GREAT AMERICAN PACKAGING CO.
LAWYERS ASSOCIATED WORLDWIDE (INTERNATIONAL KEYNOTES)
MARYMOUNT CALIFORNIA UNIVERSITY FOUNDATION
NATIONAL HISPANIC BAR ASSOCIATION
PDU'S2GO
TOUCHSTONE GROWTH CO. (UNITED KINGDOM)