

# SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



## PATRICIA FRIPP

### A SPEAKER FOR ALL REASONS

Patricia Fripp builds leaders and transforms sales teams through more effective presentations. Audience members will take away a roadmap to immediately transform all their business communications. Fripp's clients are amazed at her unique way of incorporating their specific business conversations into her program. Her ability to model your message and address your communication issues will amaze you.

**"In my 15 years in sales and marketing, you are the most dynamic, charismatic, and knowledgeable sales presentation trainer and executive speech coach that I know. After your presentation skills training, both my sales and technical support team are closing more sales!"**

-Bill Lewis, Director of Sales and Marketing, North America, Unitech America, Inc.

Patricia Fripp, CSP, CPAE is an award-winning keynote speaker, business presentation expert, sales presentation skills trainer, and in-demand executive speech coach. Meetings and Conventions magazine named her "One of the 10 most electrifying speakers in North America." She delivers high-energy, high-content, and dramatically memorable presentations. Kiplinger's Personal Finance magazine wrote "The sixth best way to invest in yourself is to attend a Patricia Fripp Speaking School."

Fortune 500 companies maximize their investment by engaging Fripp for the keynote, break-out sessions, and to coach their executives on their presentations. Fripp is known for simplifying and demystifying the process of designing and delivering powerful keynote speeches and sales presentations.

**"Patricia Fripp is the BEST keynote speaker and investment! She keynoted our major client conference, Meeting Of The Minds and was a HIT! After her opening keynote she conducted HALF of the ten best break-out sessions. Clients judged the 115 presentations and voted Patricia's five break-outs in first, second, third, seventh and tenth place. Based on this incredible feedback, we have invited her back next year. Impressed by Patricia's performance we have engaged her for executive speech coaching and sales presentation skills training."**

-Dave Larson VP, Client Marketing, ADP National Account Services

Fripp is the successful author or coauthor of these great books: Get What You Want!, Make It, So You Don't Have to Fake It!, Speaking Secrets of the Masters, Speaker's Edge, Insights into Excellence

The 3,500-member National Speakers Association elected Patricia their first female President. Dan Maddux, Executive Director, American Payroll Association says, "Patricia Fripp is the most user-friendly, hassle-free, versatile, talented speaker we have hired in 27 years. As we hire her for our entire convention Patricia is the best investment for our speaking and training budget."

NEW since 2008! Fripp Siblings Robert & Patricia Speak Together! Patricia's brother Robert Fripp is internationally-known for his brilliance with the guitar, now he is developing a reputation as a thoughtful and engaging speaker. Their programs "Beginner to Mastery" and "How to Be a Hero for More Than One Day" have been hits everywhere delivered. Rolling Stone magazine named Robert Fripp "42 among the top 100 guitarists of all time."

These popular topics can be presented as a keynote or a breakout session:

- Preparing and Presenting Powerful Presentations
- How to Promote Your Business: High-Tech, Low-Tech, No-Tech!
- Getting, Keeping and Deserving Your Customers
- Super Star Sales Presentations: The Inside Secrets
- Opportunity Does Not Knock Once

# PATRICIA FRIPP

## TOPICS

### Leadership for the 21st Century

You will learn the "inside secrets" and best creative practices of the Fortune 100 clients Patricia speaks to and consults for on a regular basis, including:

- How to create what Fripp calls the "beyond-empowerment, take-the initiative, remove-obstacles, act-as-if-their-name-were-on-the door" creative thinking employees!
- Where to find innovation in your company that you have totally over-looked! These ideas alone could save you thousands of dollars this year.
- How to creatively motivate your employees after laying off 40% of the work force! Hear how Fripp helped one leader do exactly that.
- The #1 secret to make your core values come alive. Fripp uses The Ritz Carlton as an example of how to inspire your employees to creatively interact with your customers.

### How to Promote Your Business: High Tech, Low Tech, No Tech!

Effective self-promotion is the first step to entrepreneurial wealth. Most people don't have a clue where to start. Learn secrets of outrageous success from one of America's most successful self-promoters! Patricia shares practical, little-known secrets that can make you more profitable. This value-packed program contains dozens of secrets! Here's just a small sample of what you will learn...

If you are promoting a small, medium or even large business, this information-rich session is a must. Award-winning speaker and entrepreneur Patricia Fripp gives practical advice and immediately applicable techniques. The philosophies and strategies shared are guaranteed to make you, and your company, even more of a success. This session is perfect for all levels of sales people, from novice to seasoned professional.

### Getting, Keeping & Deserving your Customers

Companies need to be memorable to their customers, and consistently build more business for the future. Patricia Fripp enjoyed 24 highly successful years in a service industry before becoming a full-time speaker in 1984. Her practical ideas take us from Great Service to Exceeding Expectations to Retaining and Maintaining our Client Base. At the same time we need to create an environment where people want to work and serve, and act "as if their names were on the door."

### Dealing with Change Positively

In a down-sized, right-sized, re-engineered world, Patricia shares practical ideas and strategies, for individuals and companies alike. This program is based on her successful business career, and working with more than 120 clients per year since 1980. Patricia covers "Entrepreneurial Thinking, Being Chairman of the Board of Your Own Career," and dealing with a world you didn't expect in an optimistic, upbeat way.

### Technology with the Personal Touch

Technology is an ever-changing force that greatly influences our professional and private lives. But the personal relationship we have with customers, and good old-fashioned customer service are still the variables that determine our success. Patricia Fripp embraced technology in her forties and became an evangelist! If your audience is fighting high-tech, Fripp will help you convince them!!! She says, "Technology does not run an enterprise, relationships do. But, we must embrace technology to serve." Patricia addresses many User Conferences where she is the only non-industry speaker. Unlike many professional speakers, she understands much of what is being discussed. Fripp is a leader of speakers in her own innovative uses of technology to market herself!

### Life is a Series of Sales Situations

You will learn the no 1 activity that will guarantee your sales success, and give you a competitive edge over your competition.

- Inside secrets of multimillionaires that will add to your bottom-line.
- The key to connect with anybody you meet or want to do business with.
- The best technique to sell your ideas to your team and prospects alike.
- The one activity you must have every day.
- When the real sale should be.

This program is entertaining, practical and memorable. It can be designed as a keynote talk or longer session.

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### CLIENT LIST

Caterpillar  
General Motors  
Supercuts  
Standard Register  
San Francisco Chamber  
Ryland Homes  
Stanley Tools  
Mapco Express  
At&t  
Ibm  
Gte  
Federal Express  
Motorola  
Levi Strauss  
Owens-corning Fiberglass  
Pfizer, Inc.  
Sears  
Sony  
Texas Instruments  
Xerox Corporation  
United Airlines  
Citibank  
Arbonne Cosmetics  
California Bankers Association  
Discover Card  
Merrill Lynch  
Foster Farms  
Ocean Spray  
Kaiser Permanente, Inc.  
Aaa Insurance Company  
Blue Cross/ Blue Shield  
Liberty Mutual  
Fleetwood Homes  
Radio Advertising Bureau  
Volt Services  
Century 21  
Apple Computer  
Dataprofit  
Bell South Cellular  
Nynex  
Southwestern Bell  
Us West Direct  
Visendus  
Westcott Communications  
Aaa Travel  
American Gas Association  
Illinois Power  
Pacific Gas & Electric Company  
Petra Fashions  
Dietary Managers Association

Commonwealth Equity  
Coachman Industries  
Aveda  
National Association Of Education  
Myriad Software  
General Electric Nuclear  
Sharperite  
American Payroll Association  
Great Clips  
Diet Center  
Cuna Mutual  
Florida Information Services

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### TESTIMONIALS

"We had a great experience with Patricia Fripp. Her ability to work with people at top levels of our company and make them feel totally comfortable while critiquing their work is a special talent. Our engineers and executives alike found many areas where they could improve their presentations. She definitely gets a return engagement soon!"

Randy Bushee  
Professional Development  
LM Aeronautics

"For many of the attendees your presentation was the pinnacle. You did show Zig Ziglar and Mark Victor Hansen how to give a talk! I have never worked with a speaker who takes their job as seriously as you do. You are a credit to NSA and your profession."

John Welshons  
Convention Chair  
American Cemetery Association

"The day after I worked with you I more than tripled my close rate on a \$3,000 product in a presentation to another group. We've been promoting seminars and products for Tom Hopkins for over 20 years. You multiplied our effectiveness beyond belief."

Ron Marks  
President  
Results Seminars