

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



BILL GUERTIN

SALES, POSITIVITY AND PEAK PERFORMANCE

Got an audience that needs INSPIRATION? Bill Guertin moves his audiences to ACTION! As a visionary entrepreneur, master sales trainer and expert communicator, Bill brings his passion for people to life on the topics of innovative sales techniques, peak performance and positive mental health.

With engaging examples, cutting-edge presentation tools and interactive audience participation, your group will be "in the zone" from start to finish. Bill's heartfelt, real-world sessions are memorable experiences that go beyond the traditional conference presentation to become life-changing moments for your audience. Bill works with each client partner to custom-tailor his message to your specific meeting needs.

Bill is known throughout the sports industry as "The 800-Pound Gorilla" because of his powerful, encouraging style of sales training that creates 'dominant', successful sales reps. His book, "The 800-Pound Gorilla of Sales: How to Dominate Your Market", is a must-read in many collegiate sales training curriculums throughout the US.

Bill's two most popular programs, delivered in either Keynote or Workshop format, are:

Overcoming the 7 Voices in Your Head

The negative self-talk we all experience can be overwhelming at times and can hold us back from the best we can be. Bill's unique multimedia program is an eye-opening experience for individuals and leaders at all levels to recognize and minimize the negative effects of the self-sabotage we all experience. After the "7 Voices" program, many attendees have reported a sense of relief and gratitude, higher levels of energy and productivity, greater job satisfaction and an improved overall quality of life. "A revealing, emotional and truly life-changing program!"

Sales for Non-Salespeople

For those who believe that "sales" is a dirty word – but need to be more 'sales-like' in their jobs – this program is for you! Bill's popular program takes the ICK out of what sales is all about and offers a unique way to look at the sales process that isn't slimy or manipulative. In this hands-on, example-filled session, your people will discover the positive sides of sales, why it's important for ANY organization to become a sales-focused organization, and specific techniques to apply to YOUR everyday situations that benefit the company AND those you serve.

Bill's scope of services also includes roles as an engaging, informative professional emcee for your entire event, or as a professional moderator for panel discussions or one-on-one interviews with key special guests. As a 25-year radio broadcasting professional, Bill's background includes leading insightful expert panels, guiding Q&A portions of a meeting, and/or acting as the Public Address "voice of the conference". Inquiries are welcome about any or all of these options.

BILL GUERTIN

TOPICS

OVERCOMING THE 7 VOICES IN YOUR HEAD

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Many attendees of the "7 Voices" program have reported a sense of relief and gratitude, higher levels of energy and productivity, greater job satisfaction and an improved overall quality of life. "A revealing, emotional and truly life-changing program!"

Takeaways:

- Recognize the "Brain Invaders" that hold all of us back from our own true potential
- Experience several examples of each "voice", along with specific how-to's on how to minimize and overcome them
- Discover simple strategies to be happier, healthier and more fulfilled in their professional AND personal lives

Delivered either Live or Virtual from Bill's home studio

SALES FOR NON-SALESPEOPLE

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In this hands-on, example-filled session, your people will discover the positive sides of sales, why it's important for ANY organization to become a sales-focused organization, and specific techniques to apply to YOUR everyday situations that benefit the company AND those you serve.

Takeaways:

- Why everyone is in "sales", whether you know it or not!
- Specific word-for-word scripts that serve customers best, don't sound "sales-y" AND create a much more positive customer experience
- How to apply these new skills in everyday situations with customers, co-workers and even family members!

Delivered either Live or Virtual from Bill's home studio

PROFESSIONAL EMCEE / HOST

With a 25-year background in radio broadcasting, Bill is an exceptional professional emcee or conference host. With an engaging style and sense of humor, Bill will keep everything on time and on track for your meeting or event in a professional manner, whether live or virtual.

- Conference Emcee (announcements, informing the audience of what's next, introducing segments)
- Conference Panel Moderator
- Q&A Moderator
- Professional Interviewer of Key Conference Experts
- Public Address "Voice of God" (backstage voice)
- Auctioneer for charity items or other beneficiaries

Bill is a 20+ year broadcast media veteran, video host, and online video expert to keep your audience professionally engaged, informed and entertained. He will maintain the conference tone and direction you desire, and can handle last-minute changes without being thrown off.

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CLIENT LIST

NATIONAL SPORTS FORUM
ASSOCIATION OF LUXURY SUITE DIRECTORS
MINOR LEAGUE BASEBALL PROMOTIONAL SEMINAR
BASEBALL WINTER MEETINGS
TICKET SUMMIT / LAS VEGAS
TICKET SUMMIT / NEW YORK CITY
ECHL ANNUAL CONFERENCE
SPHL LEAGUE MEETINGS
SOUTHERN LEAGUE CONFERENCE (MILB)
K. HOVANIEN HOMES
DEKALB GENETICS
ALLEN LUMBER COMPANY
BOURBONNAIS SCHOOL DIST. 53
KANKAKEE COUNTY CHAMBER OF COMMERCE
FRANK GAY COMMERCIAL HVAC
2-10 HOME BUYERS' WARRANTY
DAIRYMAX / AMERICAN DAIRY ASSOCIATION

MLB

ATLANTA BRAVES
BALTIMORE ORIOLES
BOSTON RED SOX
CHICAGO WHITE SOX
CLEVELAND INDIANS
DETROIT TIGERS
HOUSTON ASTROS
LOS ANGELES DODGERS
MIAMI MARLINS
MILWAUKEE BREWERS
MINNESOTA TWINS
NEW YORK METS
OAKLAND ATHLETICS
PITTSBURGH PIRATES
SAN FRANCISCO GIANTS
SEATTLE MARINERS
TAMPA BAY RAYS
TEXAS RANGERS
WASHINGTON NATIONALS
PORTLAND STATE UNIVERSITY, OR

NFL

ATLANTA FALCONS
CAROLINA PANTHERS
GREEN BAY PACKERS
HOUSTON TEXANS
JACKSONVILLE JAGUARS
MINNESOTA VIKINGS
NEW YORK JETS
TENNESSEE TITANS

NBA

ATLANTA HAWKS
BOSTON CELTICS
BROOKLYN NETS
CHARLOTTE HORNETS
CHICAGO BULLS
DALLAS MAVERICKS
DENVER NUGGETS
DETROIT PISTONS
GOLDEN STATE WARRIORS
HOUSTON ROCKETS
LOS ANGELES CLIPPERS
MEMPHIS GRIZZLIES
MIAMI HEAT
MILWAUKEE BUCKS
MINNESOTA TIMBERWOLVES
ORLANDO MAGIC
SAN ANTONIO SPURS
WASHINGTON WIZARDS

NHL

ARIZONA COYOTES
CALGARY FLAMES
CAROLINA HURRICANES
CHICAGO BLACKHAWKS
COLORADO AVALANCHE
FLORIDA PANTHERS
LOS ANGELES KINGS
MINNESOTA WILD
PHILADELPHIA FLYERS
SAN JOSE SHARKS
TAMPA BAY LIGHTNING
TORONTO MAPLE LEAFS

MLS

CHICAGO FIRE
COLORADO RAPIDS
COLUMBUS CREW SC
D.C. UNITED
FC DALLAS
HOUSTON DYNAMO
LA GALAXY
ORLANDO CITY SC
TORONTO FC

NASCAR

DAYTONA INTERNATIONAL SPEEDWAY
TALLADEGA SUPERSPEEDWAY
MICHIGAN INTERNATIONAL SPEEDWAY
WATKINS GLEN INTERNATIONAL RACEWAY
MAR-COMM CONFERENCE (CHARLOTTE)

NCAA

UNIVERSITY OF MIAMI
NORTHWESTERN UNIVERSITY
TEXAS TECH UNIVERSITY
SOUTH DAKOTA STATE UNIVERSITY
UNIVERSITY OF CENTRAL FLORIDA

MILB

ALTOONA CURVE
BILOXI SHUCKERS
BINGHAMTON RUMBLE PONIES
BROOKLYN CYCLONES
CEDAR RAPIDS KERNELS
CHARLESTON RIVERDOGS
CHARLOTTE KNIGHTS
DELMARVA SHOREBIRDS
EVERETT AQUASOX
FRISCO ROUGHRIDERS
GREENSBORO GRASSHOPPERS
GWINNETT STRIPERS
HARRISBURG SENATORS
INDIANAPOLIS INDIANS
LAKE COUNTY CAPTAINS
LANCASTER JETHAWKS
LEHIGH VALLEY IRONPIGS
LOUISVILLE BATS
LOWELL SPINNERS
MISSISSIPPI BRAVES
MYRTLE BEACH PELICANS
NORTHWEST ARKANSAS NATURALS
PENSACOLA BLUE WAHOOS
PEORIA CHIEFS
ROME BRAVES
SOUTH BEND CUBS
STATE COLLEGE SPIKES
STOCKTON PORTS
TULSA DRILLERS
WISCONSIN TIMBER RATTLERS

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TESTIMONIALS

"Bill, you took a very difficult, reluctant group of School Wellness Consultants who don't like sales and made them into more confident closers. The results have been amazing! I look forward to working with you and our team again soon."

Will Mallow
Director of Strategic Alliances
DairyMAX, Inc. (Dairy Co-Op), Grand Prairie, TX

"Your Business Growth and Development training program was a huge hit with our entire staff. Even our long-term employees were engaged, and our leadership saw an immediate difference in several key areas where we needed improvement in sales and in customer service. We look forward to having you back!"

Rochelle Richardson
Director of Operations
Frank Gay Commercial (HVAC) Services, Orlando, FL

"Since our training with Bill, we've seen a huge rise in sales call quantity among our "greener" staff and increased call quality with our more veteran staff. Bill does a great job of making the sales process relatable to everyone in the room, no matter how long they've been in sales."

Markus Hagglund
Ass't General Manager
Visalia (CA) Rawhide (Minor League Baseball)

"Poised, electrifying, and charismatic, Bill knows how to move an audience! Bill presented an inspiring welcome address to our hundreds of ticketing executives at our three-day conference. Not only was his address rated among the top events of the conference, his book has recently become a must-read for my own staff. I would highly recommend Bill as a guest speaker to any event or organization looking to inspire their people and help them get that edge to succeed."

Molly A. Merez, Ph.D.
Executive Director
Ticket Summit

"Seldom do we come across anyone with more energy, polish, and as perfect a voice for the role of conference speaker as Bill Guertin. We've worked with Bill for many years now as a main stage speaker, breakout speaker, panelist and moderator for our annual ALSD Conference. He connects and engages with his audience with enthusiasm from start to finish, whether it's an audience of a few dozen or several hundred, which I've been lucky to see up-close now for over a decade. Our entire staff appreciates his attention to detail; he builds relationships easily with his audiences, he brings relevant, quality material, and has an impeccable reputation in the industry. If you're looking for an engaging speaking professional, hire him!"

Amanda Verhoff
Executive Director
Association of Luxury Suite Directors (ALSD)

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TESTIMONIALS

"I've had the great good fortune to work with and get to know Bill Guertin as one of our expert presenters at the National Sports Forum for the past 15 years. He has spoken numerous times at not only our event, but at many other conferences I've attended throughout the industry, and he has never once disappointed. After 25 years of producing the NSF, Bill is one of my favorites. He connects naturally with any audience, which is easy to ask of a speaker but difficult for them to execute on a regular basis. Part of his "secret" is that he's extremely well prepared. He studies not just his subject matter, but his audience as well, and the result is that he comes across as authentic, genuine and interesting. I would highly encourage any organization considering Bill to pull the trigger; trust me, you won't be disappointed."

Ron Seaver
President
The National Sports Forum (NSF)