

*"Audiences love his interactive approach, fun style,
and idea packed presentations..."*

FRESH IDEAS

INNOVATIVE APPROACH

EXPLOSIVE

GROWTH!

WITH **FORDSAEKS**



Increase Accountability Enhance Customer Engagement

Motivate Your Diverse Workforce

Dominate Your Market **Increase Sales and Profits**

Improve Performance and Results

Ignite Creativity and Innovation

Attract Loyal and Repeat Customers

Shorten Your Sales Cycle Keep Your Pipeline Full

Expand Your Brand and Social Influence

Get Targeted Traffic to Your Website

Discover New Ideas and Concepts

Leverage Social Media Marketing

Gain the Competitive Edge

..... **To Meeting Planners:**

I know how difficult it can be to select the right professional speaker for your convention, association meeting or sales event.

I've helped hundreds of organizations, in a variety of industries, boost sales and profits by increasing performance, re-igniting creativity and innovation, gaining a competitive edge, and improving their results.

When you select me for your general session, breakout program or event, I'll create a customized presentation that's targeted to exceed your expectations. Your attendees will enjoy a fast-paced, fun program, packed with usable information to help them improve results. And, you'll look like a superstar for booking me!



Ford Saeks



FORD SAEKS, BUSINESS GROWTH INNOVATOR

Ford's Most Requested Presentations:

- ➔ **Business Growth Acceleration** Put Lead Generation on Autopilot and Skyrocket Your Sales!
- ➔ **Innovative Marketing Mastery™** Improving Your Find-ability, Unique-ability and Profitability!
- ➔ **Superpower Success!:** Lighting the Flame of Your Inner Genius.
- ➔ **Your Digital Footprint Needs New Shoes:** Driving Traffic and Building Your Online Reputation to Grow Your Business



"Ford gave an information packed, **outstanding keynote presentation**, leaving our franchisees with a **renewed commitment and energized with action steps to get more customers into their stores.**" — Sharon DiMinico, CEO, Learning Express, Inc.

"We just had Ford Saeks as a keynote speaker for our convention and **I'm already hearing rave reviews.** People are taking his ideas right now and figuring out how to take them back to work in their businesses so they can do great things with them. **I highly recommend all of [Ford's] work!**" — Mike Ferretti, President & CEO, Great Harvest Bread Company



"Thank you for your **awesome presentation** to our PostNet dealer network. You left them energized and **filled with strategies and tactics that they can use to improve their business centers.**" — Steve Greenbaum, President & CEO, PostNet

"We booked Ford for our national convention and hoped he'd live up to all the hype we'd heard. We were wrong. He **EXCEEDED** it. Ford delivered the goods in spades. **His keynote knocked it out-of-the-park and his break-out session was full to overflowing** — not only with attendees, but with **useable, salient, practical ideas for our members' businesses.**" — Cynthia Hereth, Meeting Planner, Restoration Industry Association (RIA)



Who is Ford Saeks?

From grassroots to Google, Ford Saeks provides fresh perspectives and tactics to resolve marketing, operations, and growth challenges. As President and CEO of Prime Concepts Group, Inc., an integrated marketing services firm, Ford specializes in helping businesses attract loyal and repeat customers, monetize social media, and ignite creativity. Audiences love Ford's quick-witted and highly engaging style. He's a nationally-accredited speaker who hits the stage with immediate charisma.

www.ProfitRichResults.com | www.PrimeConcepts.com



To find out how Ford can help make your next event a success, call 1-800-227-0240 or (316) 942-1111



***“Interactive Approach,
Fun Style and Idea-Packed
Presentations”***



SPEAKING TOPICS



BUSINESS GROWTH ACCELERATION: Put Lead Generation on Auto pilot and Skyrocket Your Sales!

Ford’s innovative “Market Domination Formula” modernizes the customer engagement model by applying reverse psychology: placing the influence in the buyer’s hands rather than the seller. This hands-on presentation exposes underutilized methods that will attract qualified prospects, secure untapped markets, create a buying culture, and quickly add profits to your bottom line. Get ready to set your lead generation dial to cruise control, bulldoze past your competition, and become the dominate leader in your industry.



INNOVATIVE MARKETING MASTERY: Improving Your Find-ability, Unique-ability and Profitability!

From grassroots to Google, Ford’s radical marketing approach and fresh insights presents innovative value propositions and lead magnets to attract more customers and improve sales conversions. It’s time to flip the switch from idea generation to profit generation and open your sales funnel to overfilling potential. Ford’s highly intuitive “Profit Generation System” offers actionable steps to increase your market share, generate new revenue streams, and create rock-star marketing campaigns.

Most-Requested Focus Areas:

- *Business Innovation and Growth*
- *Marketing and Sales Success*
- *Customer Loyalty and Engagement*
- *Performance, Productivity and Profits*
- *Business Success*
- *Traffic Generation*
- *Motivation and Results*
- *Social Media Influence*



Get Ford for your next event! Contact 1-800-227-0240 or (316) 942-1111

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SUPERPOWER SUCCESS!

Lighting the Flame of Your Inner Genius.

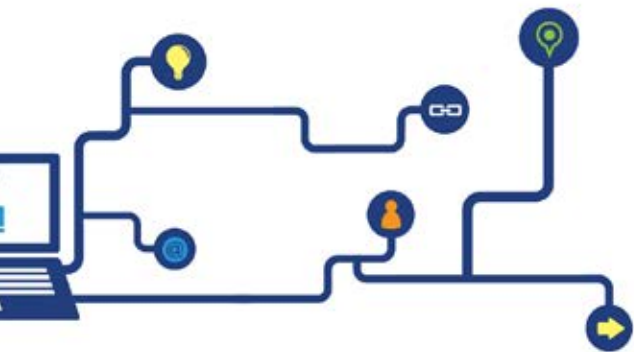
Find your inner Superhero and leap life's obstacles in a single bound. Regardless of your role in leadership, management or as a team member, there are times when you need to spark innovation and ignite your fire to conquer the world. Ford's "Signature You" blueprint is a self-discovery process that demonstrates how to instantly optimize critical thinking, improve mental agility, and elevate performance levels in all aspects of life. With Superpower Success, you will have straightforward tools to produce better, smarter, and lasting results.



YOUR DIGITAL FOOTPRINT NEEDS NEW SHOES:

Driving Traffic and Building Your Online Reputation to Grow Your Business

Leverage your social influence to connect, engage and convert prospects into advocates. With Ford's "Social Media Converter," you'll discover how in less than an hour a week, you can position your social footprint to increase visibility, connect with customers, and gain not just a competitive advantage but a digital advantage. Discover simple, action-able tools to monetize your efforts and transfer "likes" to loot! Get ready to take charge of your online reputation and social media steering wheel to change frustration into freedom.



All of Ford's presentations are customized for general sessions, breakout sessions or full-day programs to match the theme and outcome of your event.

Call today for fees and availability: 1-800-227-0240 or (316) 942-1111

www.ProfitRichResults.com



RESULTS

Meeting planners love Ford Saeks because he exceeds expectations with customized presentations that are on-target, on-theme, and value-added.

“Refreshing, memorable and creative all describes Ford Saeks... This was the most beneficial seminar I have ever attended. The material was presented in an **extraordinarily effective and memorable** manner.”

— Brenda Nash, Rubberlite, Inc.

“Bar-none, Ford Saeks is compelling! **Ford personalizes and adds tips that transcend core seminar material.** Don't miss an enriching opportunity to build skills in an energized interactive setting using real examples.”

— Nancy Davis, President, Davco Resources, LLC

“Thank you for your insights into our marketing and publicity campaigns and materials. **I walked out of your presentation both energized and in awe.**”

— Maureen C. Quilter, Public Relations Manager, Comcast-Spectacor

“Your presentation **surpassed all of my expectations.** **You packed so much beneficial information** in without ever exhausting our energy. I departed from the event with a **treasure trove of practical knowledge.**”

— John Rebernik, CIS Information Services

“**Ford put much effort into understanding our company** and developing a program that would successfully meet our objectives. **His attention to detail and extensive preparation were impressive,** and we look forward to inviting him back in the future.”

— S. Erker, Bank of America

“Your ideas and strategies **resulted in a 225% increase in sales over a base period and 62.5% increase over our goal for promotion.**”

— Bryan Fleming, Sales Manager, Energy Family Credit Union



Partial Client List

- 4Ward Financial Marketing
- AMA - American Management Association
- American Marketing Association
- Anheuser-Busch
- AstraZeneca
- Bank of America
- BlackFin IRS Solutions
- Channel Three Productions
- Citation Shares Aircraft-Cessna
- Comcast Spectacor
- Consulting World Conference
- CBAI - Community Bankers Association of Illinois
- Dynamic Performance Institute
- EO - Entrepreneur's Organization
- First Union Bank
- Emmerich Financial Group, Inc.
- Friends University

- Gage Research & Development, Inc.
- Global Spectrum
- Great Harvest Bread Franchising Co.
- H&R Block
- HCP - Health Care Providers, Inc.
- High Point University
- IBM
- ICCA - Independent Computer Consultant Assoc.
- Insurance Women of America
- IFA - International Franchise Assoc.
- ISN - International Speakers Network
- Kaiser Permanente
- Liberty Mutual
- LS Radio Network
- Learning Express Toys, Inc.
- Mayer Motivations Inc.
- Mission Valley Bank

- Monsanto
- Nationwide Marketing Group
- NFRA - National Frozen & Refrigerated Foods Assoc.
- NYSTA - New York State Telecommunications Assoc.
- New York State Assn. of Health Care Providers, Inc.
- Next Financial Services
- Oracle
- Peak Performance Mastery
- PostNet, Inc.
- Philadelphia 76ers (NBA)
- Philadelphia Convention & Visitors Bureau
- Philadelphia Flyers (NHL)
- PSDA - Print Services & Distribution Association
- Proudfoot Consulting, Inc.
- PRSA - Public Relations Society of America
- PMA - Publishers Marketing Association
- Putnam Investments

- Quantum Expositions, Intl.
- Real Estate Mastery Conference
- RIA - Restoration Industry Assoc.
- Richwood Banking Company
- Rockhurst University
- Rx-Success
- Snap-on Tools
- Staples
- Subaru
- Total Action Products
- TSTN - The Success Training Network
- United States Postal Council
- UPS
- Viking Corporation
- U.S. Chamber of Commerce
- Gold's Gym International
- YOU?

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ABOUT FORD SAEKS

Ford Saeks, CSP

DISCOVER HOW A BUSINESS GROWTH TITAN CAN RADICALLY GROW YOUR BUSINESS



Ford Saeks has redefined the formula for business success. His efforts have helped companies generate a total of over a billion dollars in sales worldwide. From start-ups to Fortune 500s, Saeks is widely-recognized as a Business Growth Innovator. With over 20 years' experience (ranging from retail to wholesale), he has founded over ten companies, authored four books, secured three U.S. patents, and received numerous industry awards.

Tenacity and innovation are what fuels this revenue-generating powerhouse. From grassroots to Google, Ford provides his clients with fresh perspectives and doable tactics to resolve marketing, operations, and growth challenges. As President and CEO of Prime Concepts Group, Inc., an integrated marketing services firm, Ford specializes in helping businesses attract loyal and repeat customers, monetize social media, and ignite creativity.

HYBRID PRESENTATIONS PACKED WITH INTERACTIVE ELEMENTS AND AUDIENCE ENGAGEMENT

Quick-witted and highly engaging, Ford is a nationally-accredited speaker that hits the stage with immediate charisma and insider tools that consistently garner rave reviews. It's like listening to your best friend that already trained for the race, experienced the mishaps, and is back to show you how to win it. Saeks puts it succinctly "My goal is to help others eliminate the things that are preventing them from getting the results they deserve." His hybrid presentations are packed with interactive elements, audience engagement, and practical guides to ensure your target outcomes. There is no "one-size fits all" business formula, but you can rest easy knowing that Ford is a sure fit because he'll deliver a customized program with emphases on maximizing your business success.

As Featured On:

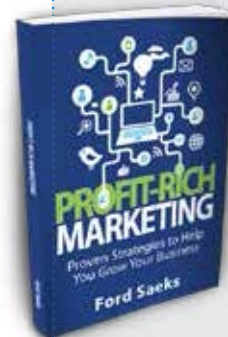


Superpower!

How to Think, Act and Perform with Less Effort and Better Results

"This amazing book is loaded with practical, proven strategies that you can use immediately to get what you want in every area of your life."

— Brian Tracy, CEO, Brian Tracy International Inc.



Profit-Rich Marketing

Proven Strategies to Help You Grow Your Business

"It's obvious that Ford is passionate about improving results. His wealth of knowledge and ideas are amazing!"

— Niki Williams, Marketing Coordinator, Comcast Spectator

Marketing Magic!

Innovative Tips on Marketing, Media, & Public Relations



"Ford Saeks is a master. Period. This straight-talk, no-nonsense guide will shift your thought process and laser-focus your results. The guy's a genius."

— Shawne Duperon, CEO ShawneTV

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