



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



George Lucas, Ph.D.

Travels from: Tennessee

Fee Range: \$5,001 - \$7,500

For over 25 years George Lucas has been a resource to organizations as a speaker, trainer, consultant and field coach.

He collaborates with his clients assisting them in using best practices as they work in building profitable relationships with their clients and prospects, vendors and internal resources. His primary areas of expertise include business-to-business negotiation skills, sales and business development, marketing strategy and leadership skills. Lucas has conducted these initiatives across North America, Asia-Pacific, Europe, Latin America and Africa.

A partial list of his clients includes: AON, Sonoco Paper, Sedgwick CMS, Fed Ex, Orgill and *The New York Times* Broadcast Group. Of note is that none of his clients have a strategy of being the "cheapest" option in providing services and products to their clients. They all, however, have developed an approach centered on identifying, delivering, communicating and being compensated appropriately for the value they provide.

Lucas received his Bachelors degree, MBA and PhD from the University of Missouri and subsequently served in field sales positions with American Hospital Supply Corporation and Pitney Bowes. George has held faculty positions at both Texas A&M and The University of Memphis. He was recognized as one of the top professors in the Executive and International MBA programs.

George is author and co-author of several successful books including *The One Minute Negotiator* with Don Hutson, now a National Best Seller in the *New York Times*, *The Wall Street Journal* and *USA Today*. *The Contented Achiever* and several other books on Marketing Strategy are among George's works. With Terri Murphy, he co-authored a widely utilized CD-based learning resource: *Negotiation - What You Don't Know Can Cost You*.

Lucas is Executive Vice President and member of the Board of Directors of U.S. Learning, Inc. headquartered in Memphis, TN.

Most Requested Programs...

- Building Productive Trade Alliances in a Turbulent Business World
- Negotiating For Better Solutions through a Win-Win Approach
- Recognizing and Capitalizing on Market Opportunities
- Personal Strategic Planning for Success With Balance
- Attracting Profitable Consumers in Retailing's New Era
- Are You Building Sales or Building Relationships? Your Future Rests With The Answer
- A Proven Process To Deliver Greater Customer Loyalty, also Profitable for Vendors and Retailers