



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Sam Geist

Travels from: Canada

Fee Range: \$7,501 - \$10,000

No idle armchair philosopher, Sam Geist's insights stem from years of front-line business experience. Sam grew his single sporting goods store into a 15-store, \$40 million dollar a year national chain before he sold it to his competitor. He opened a marketing and consulting agency, based on the full-service customer concepts he had honed in the retail arena, and went on to learn an entirely new set of skills and experiences.

When his marketing clients began asking him to speak to their clients he discovered his true calling.

Sam's early business roots taught him well about our volatile, ever-changing marketplace. His experiences provide him with an invaluable dual perspective - both as client and marketer - a perspective he has been sharing with audiences across North and South America and Europe for the last 15 years.

Sam Geist is the author of *Why Should Someone Do Business With You...Rather Than Someone Else?* an interactive book on business strategy that has assisted thousands of marketers to re-view, renew and move ahead of the marketplace. His second book, *Would You Work for You?* is a thought-provoking guide that encourages leaders to better see themselves, their relationships and their skills to enable them to lead their organizations effectively. He has also written two short business guides - "Make It Happen: 20 Ways to Execute Your Strategy Every Day" and "Why Should Someone Do Business With You...Rather Than Someone Else: Eighteen Strategies to Get and Keep Customers." His latest book, *Execute...or Be Executed*, was released in the fall of 2007.

During hands-on, interactive discussions and brainstorming workshops, Sam uses the Socratic method to encourage participants to question themselves, to think about their business in new ways in order to change, improve and grow. He insists that asking tough questions - and answering them honestly - is crucial to the well-being of your organization. He shows you how to capitalize on your resources and how to use your knowledge more profitably than you ever did before.

As a consultant he also uses his extensive experience to assist companies involved in restructuring develop a unique road map to create their own future.

Most Requested Programs...

- Frontline = Bottomline: Manage Talent for the Health of your Organization
- Compete for Today. Build for Tomorrow
- Execute or Be Executed
- Why Should Someone Do Business With You...Rather Than Someone Else?
- Would You Work for You?
- If I Hear Customer Service One More Time, I'll ...
- Differentiate ... or Die