

Gerry OBrion

Speaker, Author, Executive

Please contact a GDA agent for information.

Topics

- Branding / Marketing
- Business Growth / Strategy / Trends
- Communication
- Customer Relations
- Sales

About Gerry OBrion

Gerry O'Brion has helped thousands of CEOs, executives, sales teams, and franchisees become the #1 choice in crowded industries.

Gerry teaches a powerful process to influence customers to buy from you vs. all their other options.

Gerry is the creator of The Power of Because framework and the author of *They Buy Your Because – Closing the sale in a crowded market*, which shows companies how to clarify their message, stand out in the sea of sameness and close more sales.

Gerry spent his career as an executive for brands like Procter & Gamble, Coors Light, Quiznos, and Red Robin. He has an MBA from the University of Michigan, a BBA from the University of Wisconsin and spent 8 years in the military.

Select Keynotes

- **Becoming the #1 Choice in a Crowded Market**

Learn a framework of innovation and influence that will show you how to become the #1 choice in crowded industries. Create disruptive strategies and messaging to attract your ideal customers, and leverage change to create unique competitive advantages making you the clear choice.

Your customers may be interested in your why and engaged by your story, but they BUY YOUR BECAUSE. Gerry's Power of BECAUSE framework has been used by manufacturers, distributors, dealers and businesses of all kinds to clarify their message, drive referrals and close sales.

The presentation is a fun, thought-provoking dialogue that reveals the four critical questions you should be asking to stand out in the sea of sameness. It is packed with strategies and case studies from multiple industries that can be implemented immediately.

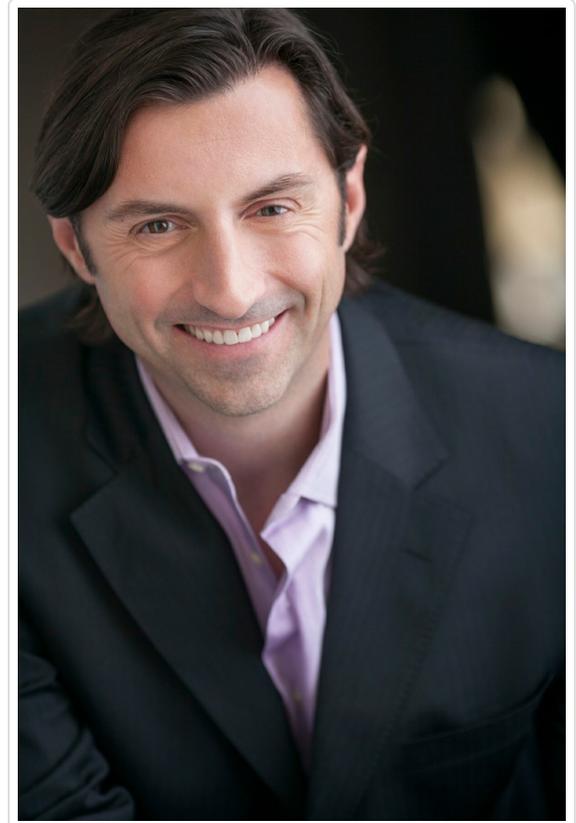
Gerry O'Brion has worked on several billion-dollar brands and distilled that experience into a framework that will challenge your thinking about why customers buy, and how they make referrals.

- **On the Front Lines - Building a Powerful and Profitable Franchise Brand**

Great franchise brands are built on the front lines with every customer interaction. The lowest paid employees can have the biggest impact on your brand – and on your sales. They should be your best marketing tool. Are they?

"On The Front Lines" will give your franchisees the knowledge and tools to grow their franchise business while building a powerful brand. They'll learn the formula used by the most successful franchise concepts to increase guest frequency and retention. They'll gain insights about hiring and motivating Millennial employees – turning them into your best brand-builders.

Inspire your franchisees to be the best they can be. Get them excited about their critical role in building a powerhouse brand. Whether you need increased compliance, improved execution, more engaged local marketing, or better customer service, this presentation will motivate your



franchisees to take their game to the next level.

- **Motivating and Marketing to Millennials for Restaurants**

Who are these Millennials and what do they want? What about all of my older customers? Learn the similarities and differences between the generations, and strategies that you can use to stay relevant across age groups. Success in the restaurants takes a different approach today than it did five, 10 or 20 years ago. Restaurants with longevity have honed the ability to navigate change. Learn strategies to navigate the next generation of employees and customers. This presentation answers three critical questions about the generations – who they are, what they want, and what you can do about it. You'll learn 30 ideas you can implement now to attract cross-generational guests and turn them into vocal advocates, and 8 strategies for hiring and motivating Millennials. Great restaurant brands are not built by chance – it's a formula. Gerry O'Brion spent years learning why some restaurants thrive, while others fail. The Restaurant Formula TM reveals the secrets of the most successful restaurant brands. Gerry was an executive for billion dollar restaurant brands like Quiznos and Red Robin.

- **Creating Leaders at Every Level**

Navigating decisions can be a challenge, especially when you're not the final decision-maker. Learn strategies to lead from above or below, while expanding your sphere of influence. This fun and interactive session will give you a set of questions every leader should be asking about every decision to drive success. Learn a simple, non-technical way to align your projects to your company vision, sell it to the executives, and be sure it will make you money. Motivate your team and influence executives the same way expert marketers influence customers to want to buy their products. Gerry O'Brion has been a marketing executive for billion dollar brands, and has distilled that experience into strategies you can use to lead with confidence and success.

- **Ignite Your Goals!**

What do you want for your business? For your life? The most successful people don't leave accomplishment to chance. Learn simple steps you can use today to transition from wanting to achieving. Gerry O'Brion is a nationally recognized speaker, author, and marketing expert who helps companies thrive in good times and bad. Learn and discuss the basic things that get in the way of reaching our objectives. This fun, engaging, interactive session will have you learning, thinking and participating. You'll be up out of your chairs in a fully participative experience. No more just sitting and listening. This session gets you fully immersed in your goals and moves you down the path of accomplishment right here, right now. The fun, thought-provoking dialogue will generate action and commitment right now.

- **The Restaurant Formula**

Learn the six critical factors for restaurant success. Gerry O'Brion is a nationally recognized speaker, author, and restaurant marketing expert who helps restaurants thrive, regardless of their marketing budget. Gerry was an executive for billion dollar restaurant brands like Quiznos and Red Robin. He distills that experience into strategies any restaurant can use. His presentation will help you develop an action plan to make your restaurant stronger now, and over the long term. Gerry will have you look at your restaurant with a fresh perspective. You will re-examine how you are different from your competitors, and why that matters to your customers. The fun, thought-provoking dialogue will generate real ideas you can use immediately. The presentation is packed with information, strategies and case studies about restaurants that are doing it right.