

Ford Saeks

Business Growth Accelerator, Speaker, Author and Entrepreneur

Please contact a GDA agent for information.

Topics

- Branding & Marketing
- Business Growth Strategies & Trends
- Customer Relations & Experience
- Entrepreneurs
- Innovation & Creativity
- Leadership
- Sales



About Ford Saeks

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 500's, 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, awarded three U.S. patents, and received numerous industry awards. Tenacity and innovation are what fuel 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.

Select Keynotes

• Unleashing AI Innovations for Any Role: What You Need to Know Now

Discover how to maximize AI and ChatGPT tools for revolutionizing all aspects of your organization. Ford Saeks demystifies AI, reveals the pitfalls to avoid, while offering tangible takeaways that can be immediately implemented for any role in business. You'll discover the secrets of prompt engineering for unprecedented growth, efficiency, and customer satisfaction.

- ◊ Discover the crucial Do's and Don'ts, ensuring seamless automation and cost reduction.
- ◊ See live interactive demonstrations of AI and ChatGPT, showcasing their practical and effective implementation in your business.
- ◊ Learn how to craft effective prompts that optimize AI and ChatGPT performance, enhancing communication and problem-solving capabilities.

Keynote Focus: Business Success, Marketing, Sales, Customer Experience, Artificial Intelligence

• Superpower Success: Unleash Your Inner Superhero To Bust Through Barriers & Ignite High Performance

Regardless of your title — owner, leader, manager, or team member — you're faced with internal and external challenges that block your full potential. Ford's powerful self-discovery process demonstrates ways to shift your mindset to create immediate and long-term results that help you accomplish what seemed impossible. Perfect as an opening keynote for your conference or event.

Discover Proven Ways to:

- ◊ **RETHINK** your mindset to unlock your superpowers and focus on success
- ◊ **REFRAME** by getting clear on what you want to do, be, have, or become
- ◊ **REFOCUS** on superpowered instinct and develop your business intuition
- ◊ **REIGNITE** your mission by creating your mind map
- ◊ **REFLECT** on the changes and powerful progress you've made
- ◊ **REWARD** your efforts by setting mini-goals and then celebrating them!

Keynote Focus: Leadership, Performance, Accountability, Inspiration, Success

- **Business Growth Acceleration: How to Skyrocket Your Findability, Uniqueability, and Profitability**

Every organization in the world is seeking to close the gap between where they are now and the accelerated revenue growth they want for their business. Regardless of those goals, the gap, in short, always comes down to how they think (*mindset*), their vision (*strategies*), and execution (*tactics*).

Ford understands that leading and managing growth can be challenging, especially when faced with increased competition, changing buying behaviors, multigenerational workforces, and squeezing profit margins.

You'll discover:

- ◊ How to drive revenue growth and profits through operational excellence
- ◊ The 3-part formula to turbo-charge response rates of your marketing & sales efforts
- ◊ How to improve leadership communication that elevates team accountability
- ◊ Which methods work best to skyrocket lead generation, even on a limited budget
- ◊ How to get higher per-ticket sales from new & repeat customers
- ◊ Unique ways to deliver remarkable customer experiences that create brand advocates
- ◊ The non-technical approach to expand your influence and build a solid online reputation
- ◊ Ways to avoid generational landmines that can destroy your business and brand's reputation

Ford's **Accelerated Growth System™** will help you close that gap to transform how you develop and lead your culture, strategically plan your growth to build strong relationships, deliver exceptional customer experiences and quickly add profits to your bottom line.

Keynote Focus: Revenue Growth, Marketing & Sales, Customer Engagement, Operational Excellence

- **Innovative Marketing Mastery: Leveraging Your Brand To Build Relationships & Skyrocket Your Sales**

Today's buyers are savvy, skeptical, and have their B.S. (Belief System) Detectors on high alert. Research shows there is less brand loyalty and that buying behaviors have changed. Stop wasting countless hours on outdated marketing methods, fad sales techniques, and hard to apply philosophies. Get ready to become an innovative marketing master through a proven formula that works for both B2B or B2C business models, and in any economic environment.

You'll Discover:

- ◊ Ford's bare-bones, kick in the butt method that will instantly improve your marketing efforts
- ◊ Innovative ways to expand brand awareness, influence engagement, and gain a competitive edge
- ◊ Ways to identify trends that prepare you to capture new opportunities
- ◊ Non-technical ways to expand your digital footprint, build social proof, trust, and credibility
- ◊ How to craft compelling value propositions that capture attention and inspire action
- ◊ The exact formula for creating rock-star integrated marketing campaigns
- ◊ How to tap into the talents of your team and organization
- ◊ Secrets to create brand advocates

Flip the switch from idea generation to profit generation and fill your sales funnel to its fullest potential.

Keynote Focus: Branding, Marketing, Innovation, Creativity, Digital Dominance

- **Winning Workplace Strategies: How To Find, Attract, Engage, & Retain Top Talent**

Finding and attracting the best people for your business can be challenging, especially in today's multigenerational and diverse workforce environment. Discover the secrets of recruiting in the digital age and combine them with successful onboarding that will improve retention, reduce turnover, boost employee engagement, and shrink the time it takes for your new employees to follow your systems and reach their full potential.

You'll discover:

- ◊ How to attract the best candidates for your open positions
- ◊ How to create a workplace culture that you and your employees love
- ◊ The most common mistakes with millennials and how you can avoid them
- ◊ Keys to setting clear roles and expectations for your leaders and team
- ◊ Successful onboarding practices to increase engagement and accountability
- ◊ Which policies and procedures work best, no matter the size of your franchise

- ◆ Automated support systems that make employee orientation effective

Success depends on the quality of its leaders, managers, and staff. Attracting and developing the right people maximizes productivity, shapes a positive culture, and promotes harmony. The simple fact is that leaders aren't defined by job titles. Being a leader starts with your staff taking personal accountability for their own success, results, and areas of improvement. It's those individuals who can motivate, inspire, and challenge those around them to do the same who will create a strong foundation for your business's success.

Keynote Focus: Corporate Culture, Employee Engagement, Recruiting, Generational Differences, Communication

- **Superstar Selling: Transforming Transactions into Trusted Relationships for Increased Sales**

In these challenging economic times, the sales landscape has become more complex and competitive than ever. You might be grappling with the harsh realities of pricing pressures, fierce competition, and the steep learning curve for those new to the world of sales. Ford Saeks understands these hurdles intimately and will guide your audience through them.

This keynote is not just about adapting to these challenges; it's about transforming them into opportunities for unprecedented, trusted, long-lasting relationships with your clients. Whether you're a seasoned sales professional or just starting out, you'll find invaluable insights and strategies in this session to turn these obstacles into stepping stones for success.

You'll Discover Ford's Proven Methods That Help You:

- ◆ **Building Instant Rapport for Sustainable Growth:** Discover how to forge strong connections with clients, transforming potential leads into loyal brand advocates, even in tough economic times.
- ◆ **Mastering Persuasive Communication for Diverse Audiences:** Tailor your message to resonate across B2B and B2C landscapes, and learn to navigate both inside and outside sales with finesse.
- ◆ **Emotional Intelligence in Sales:** Gain insights into reading and responding to client emotions, a vital skill in today's competitive market.
- ◆ **Strategies for Long-Term Client Retention:** Learn not just how to close deals, but how to nurture relationships for repeat business and sustained growth.
- ◆ **Digital Tools for Relationship Building:** In an era of digital dominance, learn how to use technology not just for transactions, but for fostering stronger customer relationships.
- ◆ **Tailored Insights for Any Business Size:** Whether you're part of a small local business, a growing franchise, or a large corporation with a dedicated sales team, these strategies are designed to elevate your sales approach in any economic climate.

Keynote Focus: Inspiring Peak Performance, Sales Leadership, Sales Training

- **Remarkable Customer Engagement: Creating a Customer-Centric Culture That Drives Repeat & Referral Sales**

Your customers are bombarded from every direction with some type of marketing. How can you get through and make your touchpoints more effective? The best way to do that is to get to know your customers and their preferences. Where do they come from? What do they do? Who are they? What do they want? And most importantly, how do they want it? Find out with Ford.

- ◆ How to use Google Analytics to really understand customer behavior
- ◆ Leveraging customer engagement software to improve the customer experience
- ◆ Discover ways to examine your sales process to find opportunities for improvement
- ◆ How to survey customers to learn your satisfaction score and improve relationships

Keynote Focus: Customer Experience, Marketing, Sales

Select Book Titles

- **2024:** AI Mindshift: Unleash the Power of AI, Avoid the Pitfalls, and Keep the Human Experience
- **2023:** Accelerate: The Ultimate Guide for FRANCHISEES to Maximize Local Marketing and Boost Sales
- **2012:** Superpower: How to Think, Act, and Perform with Less Effort and Better Results
- **2011:** Profit-Rich Marketing: Proven Strategies to Help You Grow Your Business
- **1999:** Celebrate Marketing: Secrets of Success
- **1994:** Marketing Magic!