

Rick Barrera

Author of "Overpromise and Overdeliver"

Please contact a GDA agent for information.

Topics

- Business Growth / Strategy / Trends
- Customer Relations
- Sales

About Rick Barrera

Rick Barrera is a nationally acclaimed speaker, marketing consultant and author known throughout the Fortune 500 for his extraordinary speaking ability and his unique approach to brand building. His research on the strategies used by breakthrough brands like Hummer, Tivo, and Google will change your thinking about marketing forever. Rick has helped hundreds of companies re-design their systems and implement a holistic approach to serving customers.

It's an old cliché in business that smart companies UNDER promise and over deliver. But in today's crowded market, that's a one way ticket to oblivion! In his bestselling book *Overpromise and Overdeliver: Secrets of Unshakable Customer Loyalty* (Penguin Putnam - 12/04), Rick shows how an increasing number of cutting edge firms are building breakthrough brands in record time. Rick Barrera offers powerful and easy-to-apply lessons not only for senior managers but also for individuals at any level – for anyone who wants to create unshakable customer loyalty. Drawing on more than 20 years of in-the-trenches experience, this breakthrough book sheds new light on how brands are really built and offers practical advice you can use to immediately differentiate your products, services and company.

Rick Barrera's previous books include *Non-Manipulative Selling* published by Prentice Hall, *Collaborative Selling* published by John Wiley and Sons and the self-published *Dollars and Sense of Exceptional Service Delivery*.

His impressive client list includes Abbott Labs, AutoZone, Bayer, Caterpillar, IBM, Intel, Merrill Lynch and Verizon. Because he continues to consult with a few select clients each year, his material is always relevant, fresh and grounded in the current realities of the marketplace.

Rick's passion for truly understanding the company and industry he's addressing, along with his trademark approach to customization is unparalleled in the speaking industry. His depth of corporate experience, research and education has given him the unusual gift of appearing to be an industry insider to even the most discriminating listeners.

Select Keynotes

• Intentional Sales Leadership AKA Revenue Covers a Lot of Sins!

Intentional Sales Leadership is the process of proactively driving your sales and revenue generation efforts toward specific objective and financial goals while creating a cadence for your team and keeping them consistently excited and motivated! Sales leadership is hard work. It is not for the timid or meek. It requires inspiration, creativity, enthusiasm, exceptional recruiting skills, customer insight, technological competence, planning, strategy, consistent coaching and lots of hard work. It is also one of the most fun, fulfilling and lucrative activities you can pursue...and it is critical to the survival, growth and success of your business. In this interactive session, Rick Barrera, Author of 3 groundbreaking branding and sales books will share his insights.

• Our Exponential Future

In this fast-paced exciting talk, Rick Barrera will show you how 7 core technologies will dramatically change the business landscape and transform human existence over the next decade. Cheap energy, abundant clean water, low cost food, free computing, nanotechnology, dematerialization, and demonetization will come together to revolutionize how we think, live, feel and work... Why should you believe in this revolution? Because the world's best and brightest minds have come together through social entrepreneurship to build it. Dean Kamen, Elon Musk, Craig Ventner, Peter Diamandis, Ray Kurzweil, Bill Gates, Warren Buffet, Bill Joy, Larry Page, Daniel Kahneman, Jeff Skoll, Stewart Brand, Ratan Tata and many others are working together for the first time to design a brighter future for all of us. Working together, they are creating



Our Exponential Future... If your organization could use some good news and a powerful dose of optimism, this speech is just what the doctor ordered. Your team will leave excited about the future and stimulated to think about the infinite new opportunities that are ready to be harvested by forward thinking organizations who understand the untold cornucopia that is about to be spread before us.

- **Overpromise and Overdeliver: The Shortcut to Marketplace Dominance**

To stand out in a transparent, hyper-competitive, real-time marketplace your offer must be radically different from your competitors... And you have to instantly prove your value to customers... You must Overpromise and Overdeliver! Key concepts: - Incremental differences go unnoticed in a hyper-competitive marketplace. You must radically differentiate your company, brand, products, services and offers to earn marketplace attention. - You must be able to succinctly articulate your uniqueness with an Overpromise. - To win customers, you must be able to instantly prove that you can Overdeliver on your Overpromise by demonstrating your uniqueness at Critical Customer TouchPoints. - Once customers experience your uniqueness, they can spread word-of-mouth quickly by using your succinctly articulated Overpromise to tell others about your radical difference! - The shortest path to market dominance is to Overpromise and Overdeliver.

- **Rethinking Customer Service**

No matter how big your company, no matter what your business, exceptional customer service can be the difference that delivers a competitive edge. This program will teach your customer service employees how to maximize your revenue by treating your customers like the valuable asset they are.

Select Book Titles

- **2009:** Overpromise and Overdeliver (Revised Edition): How to Design and Deliver Extraordinary Customer Experiences
- **2004:** Overpromise and Overdeliver: The Secrets of Unshakable Customer Loyalty