

ENGAGE THE FUTURE

DESCRIPTION:

ENGAGE THE FUTURE. Rick Barrera's programs address the future, strategy, innovation and change and how they intersect with new technologies. He addresses the ways that businesses must be reinvented to meet the demands of today's never-satisfied customer. Clients are consistently surprised by the amount of research and client information he incorporates into every presentation. Unlike many speakers who claim to customize, you'll find that your participants are more interested and more interactive during his programs because of his ability to address their specific issues. While Rick's client list includes many of the Fortune 500, he consults with many small and medium sized businesses who want to win.

BIOGRAPHY:

OVER THE PAST TWENTY YEARS, he's worked with over a thousand companies who have learned to shape their own success by being proactive in spite of a radically changing environment. In addition to his marketing degree, Rick will bring you the latest research, real life examples from his most recent consulting interventions and 20 years of professional speaking experience.



PRIOR TO HIS SPEAKING CAREER, Rick had an exceptional selling career. His experience includes retail and business-to-business sales. Based on his experience in sales and as a sales trainer, Rick co-authored two business-best sellers, "Non-Manipulative Selling," and "Collaborative Selling." He also wrote "The Dollars and Sense of Exceptional Service Delivery."



RICK DISCOVERED THAT CLIENTS STRATEGIES were often fundamentally flawed causing good people and good companies to obtain "less than optimal results." In response, he developed "Fast Forward" to help them understand how their marketplace was being changed by customers, competitors and technology. He then developed "Warp Speed" to show them how to change their business models to compete and win at the speed of light.



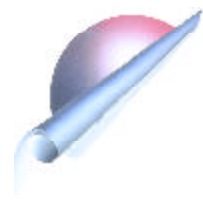
CATEGORY/
TOPIC
LISTINGS:

FUTURE

CHANGE

STRATEGY

INNOVATION



CONSULTING SPEAKING TRAINING