LEADERSHIP

brings out the
best in people,
drives value to customers
and creates success
in the marketplace.

Unfortunately,
according to management
derailment studies

50% of managers fail

today.

But they don't have to.

Rick Conlow,

the global authority on transforming leaders, teaches what inspires employees to achieve their highest performance and what leaders can do to excel — TODAY.

Rick Conlow, CEO and Founder of Rick Conlow International — a management and training firm — knows managers are desperate to find new ways to add value to customers, inspire employees to their best work and catapult their careers forward.

How can you create a high-performance culture that will exceed your goals and those of the company you work with? As co-author of — *The SuperSTAR Leadership Model, Good Boss, Bad Boss Which One Are You?* — he has the answers. Rick's dynamic and enthusiastic presentation will shake up and teach your leaders:

- **What Defines a Superstar Leader? How the best leaders behave**
- **Why Do Leaders Fail? The #1 reason for leadership failure**
- **Why Do Hate Their Boss? The top 10 reasons employees hate their boss**
- **What Motivates Employees, Really? 7 drives of employee motivation**
- **What do the best leaders do? The 10 Strategies of Servant Leaders**
- **How do you achieve brilliant execution? The difference between the best and the rest**

After noticing a company of over 60,000 employee lose customers and business, Rick and his team created a framework to drive sales and customer loyalty that radically shifted leaders into better performance. His clients have included: Amgen, Meijer, 3M, Canadian Linen and Uniform Service, Coca Cola, Rite Aid and Target. He has appeared on numerous radio and TV programs.

REDEFINE *what it takes to win.*
IGNITE *your people's will and skill to perform.*
CREATE *a cultural habit of success.*

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THEIR WORDS

"Rick's energy and positive attitude are his trademark. He cares about getting results as much as any of our employees. **His can-do attitude is infectious and helps drive results.** *Rick is a fantastic presenter and meeting facilitator, as well. I would recommend Rick to any company looking to improve their leadership skills, employee sales and customer service performance."*

CHRIS MAYER
DIRECTOR OF SERVICE SALES, AMERIPRIDE SERVICES

"I want to thank you for your outstanding support to the Canadian Division; **you have been an inspiration and an icon to a lot of our branches.** *Thank you again Rick for a stellar year!"*

NAIEM NAIROUZ
SVP OPERATIONS, CANADIAN LINEN AND UNIFORM SERVICE

"It is with great pleasure I recommend Rick and RCI. Rick is an energetic and charismatic facilitator that really knows his subject matter. Through him and RCI **we were able to set and exceed our goals, all while learning and having fun along the journey. I highly recommend Rick.**"

PAUL MARTIN
CHIEF AQUISITIONS OFFICER, HBC

"Rick is great to work with. **High energy and good business partner!"**

TAMMY NINK
SENIOR MANAGER, CORPORATE CUSTOMER SERVICE,
MEIJER CORPORATION

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POPULAR PROGRAMS

Servant Leadership: Good Boss Bad Boss Which One Are You?

TOPIC: *Leadership Effectiveness*

What's it like to be led by you? What does your team really need from you to excel? These two questions set the tone for Rick's engaging talk on what separates the best from the worst. Few speakers today have been in the trenches as a manager and achieve superior results. Fewer still have consulted with organizations to gain dramatic performance results. Rick's co-author of the groundbreaking book, SuperSTAR Model, Good Boss Bad Boss Which One Are You. He understands and lives leadership effectiveness. He has worked with Widex, International Truck, Target, Costco, Canadian Linen and Uniform, GN Resound, Rite Aid, Amgen, Health East, Ford, GM and many others. His goal is to inspire leaders to bring out the best in others.

How to Increase Your Customers' Experience and Double Your Sales Growth

TOPIC: *Quality Service*

Customer service stinks everywhere. The average rating is 75.6, that's at best a C grade. Are you satisfied with that? Of course not. Rick has been there and done that consulting with nearly 50 companies to increase their customers' experience. It's one thing to write about, talk about it and do it. He has consulted with organizations to achieve:

- *Improve 12+ points on surveys*
- *Reduce complaints over 60%*
- *Gain 4-6% transaction counts*
- *Increase sales gains by an additional 8%*
- *Win 34 quality service awards*

If you want your leadership team to create a high performing culture that will transform your customer experience and catapult your bottom line forward. Work with and listen to Rick today!

How to Become a Sales SuperSTAR: Gain More Customers and Make More Money!

TOPIC: *Sales Effectiveness*

Rick will review 5 key ingredients to superstar sales success. He will reveal a combination of strategic sales skills and explosive enthusiasm that leads to success.
Rick has trained sales reps all across North America and has been a National Sales Trainer for a company with 30,000 distributors. Through his consulting business he has helped companies make dramatic sales gains:

- *75% in a services company*
- *52% in a retailer*
- *30% in a medical manufacturer*

The traits of sales greatness can be learned and applied in spite of an ever-changing marketplace, tough competition and the social media revolution. Salespeople need to move from relationship selling to partnership selling and from self-centeredness to customer centeredness.

SuperSTAR Customer Service: How to Become an Elite Service Provider

TOPIC: *Customer Service*

Over 80% of the reasons customer stop doing business with a company is because of the rude, discourteous and indifferent attitude of employees. Too many employees are ill equipped to deal with today's demanding customers. Rick will help your employees get "fired up" about being a superstar performer. He will teach them five key moments of truth that will define their success with your customers.

Rick has studied the best worldwide and will challenge your team to rise above being "good" and join the ranks of the elite. The first step to great service is personal and must be learned to be the best. The second step is to understand what customers want and how to deliver it with CARE. This lively and engaging presentation will leave your team wanting for more.

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BOOK RICK

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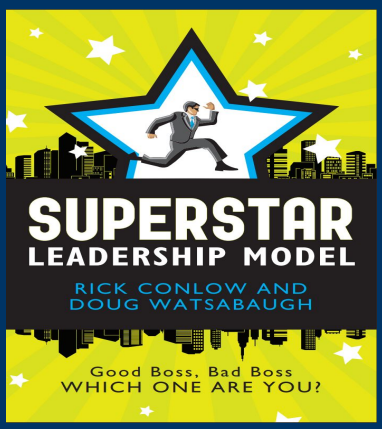

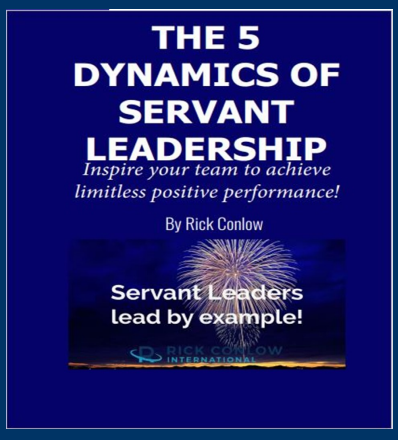

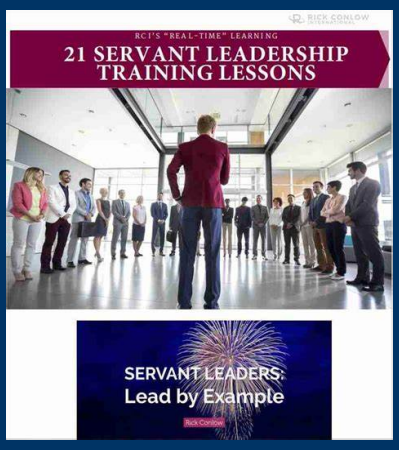

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