



## ROI for Meeting Attendees and Stakeholders

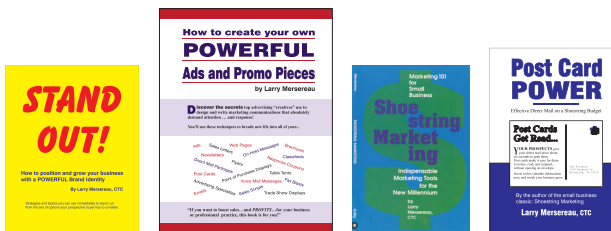
**Y**our event attendees want to grow their organizations. You want a speaker who will focus on helping you achieve your event's goals and objectives. You, and your group of business owners, marketers and sales professionals want the same speaker: Larry Mersereau, CTC.

- Retail Sales, Service and Marketing
  - Branding - Positioning - Differentiation
  - Personal Branding - Leadership Positioning

**Companies** in a broad range of industries hire Larry to help their channel partners or franchisees, plus their own leaders (and leaders-to-be) and sales representatives, achieve their business and leadership development goals.

**Associations** whose members either own their own business or practice, or who are responsible for their organization's business growth, know Larry's program will be a highlight of their event.

You want to know that everyone who participates in your event will enjoy a solid return on their investment of both time and money. Include one or more of Larry Mersereau's interactive keynote and/or breakout programs on your agenda and he'll help you make it *A Meeting They Can't Afford To Miss!*



Bring in the only speaker who shares the simple, doable...effective strategies and tactics that made his four books so popular and have helped so many organizations and individuals succeed: Larry Mersereau, CTC.

**PromoPower**  
PRESENTATIONS • PUBLISHING

*Differentiate or Disappear*

[www.PromoPower.com](http://www.PromoPower.com) Call (515) 987-6071 Email [Larry@PromoPower.com](mailto:Larry@PromoPower.com)



Larry Mersereau, CTC

# Let's get growing!

"Your meeting participants will take home actionable content, plus a good dose of motivation to use it."

## Business Growth: Simple, Doable...Effective

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### Larry Wows audiences in a broad range of industries...

*With today's economic challenges your concepts are important as dealers look for real world ways to grow their business while managing their expenses.*

**YAMAHA Motorsports**

*You were a consummate professional. Your sessions were very well received, and you were a joy to work with.*

**National Tour Association**

*The attendee feedback was great and you delivered valuable information in a professional and engaging way.*

**International Music Products Association**

*In addition to the great content, your wit and humor made the keynote memorable.*

**Laboratory Products Association**

*One of the lowest-maintenance, highest-return speakers we have ever used.*

**Uniglobe International**

*You gave them useful, actionable ideas that will help them sell more of our RVs, even specific language for their sales conversations and marketing materials.*

**Sunnybrook RV**

*Each of our franchisees left charged and ready to build their business.*

**RFC Franchising**

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### Larry's client list is like a "Who's Who" of Companies and Associations

Hearth, Patio and Barbeque Association • Nationwide Marketing Group  
True Value Hardware Company • Specialty Equipment Market Association  
Diving Equipment and Marketing Association • RFC Franchising LLC  
National Bicycle Dealers Association • Mobile Enhancement Retailers Association  
American Specialty Retailers Association • Handy Hardware Wholesale  
Seattle Gift & Accessories Show • International Music Products Association  
TriMega • Decorative Plumbing & Hardware Association • PFAFF  
Association of Progressive Rental Organizations • Pet Care Services Association  
National Shooting Sports Foundation • American Express • BrandSource  
Tuffy Associates • Northwestern Lumber Association • Viking Sewing Machine  
United Hardware Distributing • North American Retail Dealers Association

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Call or email now to confirm your date with Larry Mersereau  
(515) 987-6071 or email [Larry@promopower.com](mailto:Larry@promopower.com)

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