

## Looking For a Terrific Speaker?

### Introducing Larry Lewis:

Larry Lewis is a recognized expert on the topic of small business sales and marketing and a highly sought after speaker who brings humor, insight and real-world advice to his audiences. He is the founder and president of Client Builder Sales & Marketing LLC, a company that provides the practical, hands-on sales and marketing training that colleges and universities often ignore. His street-smart approach to lead generation and selling has helped hundreds of small business owners and independent professionals improve their sales with more control, greater clarity and increased confidence.



The three most popular topics that Larry presents on are:

**“How to Build a Lead Generation Machine”** (How to build an “inbound” marketing system to generate leads using the internet, social media and referrals.)

**“The Power of a Process for Increasing Sales”** (How to save time, replicate your success and improve your odds of closing every deal.)

**“What They Never Told You About Managing Salespeople (That You Need to Know)”** (How to motivate, coach and hold your salespeople accountable.)

### Rave Reviews:

On a scale from 1 to 10 (with 10 being the highest) Larry’s programs generally rate a 9 or above. Here is a sampling of the reviews he received in his last two when the audience was asked **“How would you describe this program to a peer?”**

“Great content and fantastic resource! Please send me a copy of your presentation.”

“This program provided an excellent overview of marketing principles and strategies to an audience at varied levels of employing updated, cutting edge strategies. Excellent!”

“Excellent introduction to what it takes to succeed in today’s business climate.”

“Packed with useful content.”

“Have him come back again!”

“A worthwhile event for anyone who has to market or sell in a small business.”

“Valuable and thought-provoking”

“Great content, lessons learned, delivered exceptionally well.”

“A revelation. I have been left behind and I have a lot to learn. I now have the motivation to get better.”

“An excellent program if you are struggling to find prospects.”

“Insightful marketing”

## **Past Performances:**

The following list is a representative sampling of the organizations where Larry Lewis has delivered keynotes and presentations over the last fourteen years:

### **Professional and Trade Associations:**

Air Conditioning Contractors of America  
American Society of Interior Designers  
Business Marketing Association  
CPA / Law Forum  
CPCU Society  
International Association of Broadcast Monitors  
International Public Relations Exchange (IPREX)  
National Tool & Machinery Association  
North Suburban Builders Association  
Pittsburgh Chemical Day – Annual Conferences in 2002 and 2003  
Pittsburgh Consulting Community  
Realtor’s Day (sponsored by the Realtors Assoc. of Metropolitan Pittsburgh)  
Roofing Contractors Association of Western PA  
Society for Marketing Professional Services  
SBN Magazine  
Three Rivers Advertising Specialties Association (TRASA)

### **Chambers of Commerce and Regional Business Development Organizations:**

Allegheny Valley Chamber of Commerce  
Beaver County Chamber of Commerce  
Butler County Chamber of Commerce  
Carnegie Library of Pittsburgh’s Business Program Series  
Cranberry Area Chamber of Commerce  
Duquesne University’s Entrepreneur’s Growth Conference – 1999, 2000, 2002, 2003, 2007  
Duquesne University Small Business Development Center’s Home-Based Business  
Conference – 1997 and 1998  
Enterprise Corporation’s “Cheers to Entrepreneurs”  
Franchisee Forum sponsored by the Family Business Center at NextTier  
Greater Canonsburg Chamber of Commerce

Greater Pittsburgh Business Connection  
Greater Pittsburgh Chamber of Commerce  
Hispanic Chamber of Commerce  
Mon Valley Initiative's Business Development Series  
Monroeville Area Chamber of Commerce  
Northern Allegheny County Chamber of Commerce's Small Business College  
Northern Allegheny County Chamber of Commerce's Build Your Business Seminar Series  
Northern Allegheny County Chamber of Commerce's 3 R's Program  
Pennsylvania Small Business Development Center's Professional Development Conference  
SMC Business Council's High Performance Workplace Series – 1997, 1998 and 1999  
South Hills Chamber of Commerce  
Washington County Chamber of Commerce

### **Colleges and Universities:**

Larry has also been a guest lecturer on sales and marketing at many of Greater Pittsburgh's best colleges and universities including:

Grove City College – Entrepreneurship Program  
Carnegie Mellon University – Entrepreneurship Program  
Robert Morris University – Entrepreneurship Program  
Seton Hill College - National Education Center for Women in Business  
University of Pittsburgh's Youth Entrepreneurship Training Program

### **For More Information:**

For more insight into Larry's programs and the concepts around which he typically presents, visit his website at [www.ClientBuilderTraining.com](http://www.ClientBuilderTraining.com) and download one of his three free reports:

- “How to Build a Lead Generation Machine”
- “The Power of a Process for Increasing Sales”
- “What They Never Taught You About Sales Management (That You Need To Know!)”



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