



FOR MARKETING. FOR SALES. FOR BUSINESS.

Conversations with Brian Butler lead to comprehensive yet simple and easily implemented techniques to boost your business.

speaking of
SUCCESS



Conversations with Brian Butler of The Allied Group



THE Allied GROUP
Implementing Marketing & Fulfillment Programs.

Business professionals today need topical and practical information that can make immediate impact on their businesses. Brian Butler has a knack for translating marketing “theory” into easily identified and implemented solutions where the rubber truly meets the road. Speaking on a variety of topics, you’re sure to come away with something you can put to use!

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THE 6 PILLARS OF BUSINESS DEVELOPMENT

Attracting, Acquiring and Retaining More Customers

Successful revenue and profit growth depends on three factors: finding, getting and keeping more of the right customers. To accomplish that, every organization must become better at marketing, sales and customer service. For success in the 21st Century—this is a must have ability for all organizations. This seminar will help you learn how to “ACE” these vital disciplines in order to create a winning business development effort that leads to a secure and prosperous future.

BULL'S EYE MARKETING

Draw Smaller Circles to Get Bigger Results

Why are so many marketing dollars wasted and so few lead generation goals met? Too often, it is because organizations fail to prioritize when constructing their marketing program. They often fall into traps such as, “we’ve always done it this way”. This presentation centers on the correct sequence of strategies and tactics and the proper use of personalization techniques that are needed in today’s ultra-competitive marketplace to create a marketing system that will keep your prospect pipeline perpetually full.

“*Brian’s seminar at the State-wide Business Expo was right on target. His presentation was laced with humorous stories that made important points and lots of good reminders of what it takes to be successful in sales and marketing today. The insights as to how business development has changed, and will continue to change, are a critical message for anyone trying to grow their organization both today and in the future.*”

— SHAWN JUENGER, XRA Medical Imaging

“Our Sales Summit was honored to have Brian Butler from The Allied Group present at our monthly teleconference. The participants on the call found great value in his presentation and were impressed with the knowledge that was shared. Additionally, Brian was professional and really took his time to prepare and understand the needs of the group.”

— ADAM SNYDER
Biz Summits

BACK-TO-BASICS SELLING

12 Fundamentals for Sales Success

The challenges facing today's salesperson are greater than ever before and in the future they are only going to increase. The complexity of the modern sales process and pressure exerted by buyers can overwhelm even the most experienced rep. Often the best way to regain control is to simplify. In this session you'll be reminded of the building block sales skills that will allow you to:

- Prospect more effectively
- Build better relationships
- Reduce sales-cycle times
- Contact the correct decision makers
- Gain more customer commitment
- Negotiate win-win deals

TURNING THE TORTOISE INTO A HARE

A Business Transformation Story

This case study-like format focuses on The Allied Group. Started in a garage in 1946, growing into the typical “corner print shop” in the 1960's, and now, into a 20 million dollar regional powerhouse in the marketing communications and fulfillment industries, learn how Allied discovered the strategy and made the bold and necessary moves several times along the way to transform itself into the successful company it is today.

BE PREPARED TO WIN

Success is Not an Accident

Success is a very individual measurement and feeling and it can come in all shapes and sizes. But all successful people have certain attitudes, skills and habits that they work hard to develop that allow them accomplish their goals and achieve the circumstances that they want in life. In this thought provoking discussion, learn how to examine your random and unspecific efforts and re-focus them with the power of your intention to get more of the results you want in your life.

BECOME YOUR OWN SUPERHERO

Discovering Your Special Powers

From time-to-time many of us go through life waiting for someone to do something for us. We see the personalities, movie stars or athletes on the TV and think, “why can't that be me?” The greatest lesson to discover is often that, we can be just as special, in our own way, as anyone we meet. Too often we keep our special gifts and talents inside instead of sharing them with the world. This discussion focuses on helping you recognize your special gifts and giving yourself the permission to let them out.

“Brian Butler's informative presentation to Chamber members “*FIND 'em, GET 'em, KEEP 'em*” was one of the most exciting seminars the organization has had in the last year. Attendees left the workshop with a real knowledge of the basics of selling and best practices in selling techniques as well as the motivation to immediately put these skills into practice.”

— PAULA J. HOPKINS
Providence Chamber of Commerce

TAKE THE BALL

The 11 Principles of Effective Leadership

Organizations of every size and shape need decisive and energetic leadership in the 21st Century more than ever before. With competition coming from every corner and disruptive technologies literally reshaping the way we work and communicate, time-tested strategies must be blended with new ways of thinking to create real progress. Designed around the concepts that today's most successful leaders utilize, discover how to move yourself into a greater position of control in your personal and work life.

KEEP UP OR GET OUT

Staying Ahead in a Changing World

Very few of us are comfortable with the rate of change that we experience. Things morph and come at us at "warp" speed on an almost daily basis it seems. Yet, there is no denying or slowing down the way the world is changing, or will continue to change. Better to get "on board" and embrace it. In this talk, learn the basic elements of personal change, and how to incorporate them into your life so that you can keep up with what's going on. You can then face the future with anticipation rather than apprehension.

PLAYING NICE IN THE SANDBOX

Why Getting Along will Get You Ahead

A dominant theme of the 21st Century is going to be learning how to negotiate with others in order to create outcomes that work for all involved. In a society where we are all armed with more information, dictating the way things go is out and collaboration to achieve results is in. Work teams, families and anywhere groups of people interact are going to have to learn to be better teammates in order to get what they want. Learning to read other people and understanding their motives will help lead you to win-win results.

HOW TO PUT MORE TIME IN YOUR LIFE

Setting Goals, Using Time and Getting Organized

One of the more common frustrations most people feel in our ultra-fast paced society is the lack of time. And yet, it is the most evenly distributed thing we are given and all possess. There are only 24 hours and 1440 minutes in every day for each of us. How we plan to use that time, and how well we execute our plan has an enormous impact on our overall sense of control, well-being and ultimately—success. In this session, you'll explore new ways to get more out of your day—and—life.

IF I KNEW THEN.....

Love, Laughs and Lessons of a Large Family

The "typical" family in America now has 1.7 children. So, if you end up having 8 kids in 11 years after going 6 years without children, it has a way of changing your perspective on things quite a bit. In this humorous and touching talk, experience the challenges and joys of an atypically large family and everything that went into constructing it.

SPEAKING ENGAGEMENTS

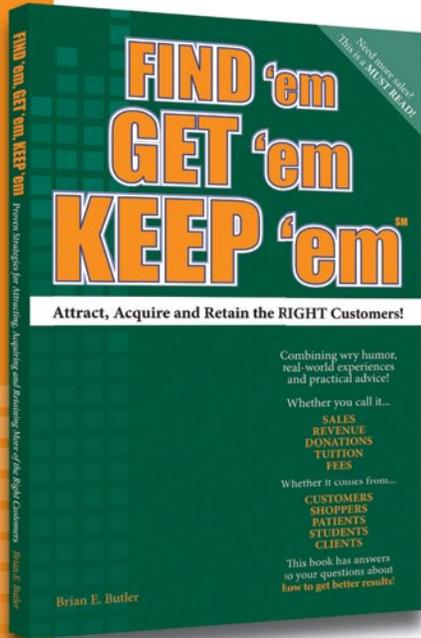
Companies and organizations who have reached out to Brian for his expertise:

United Airlines
Avis Budget Group
Hertz
American Airlines
US Airways
Amtrak
Delta

Holiday Inn
Zoll Medical
CTS International
Lufthansa
Sabre Travel Network
Concur Technologies
WAMU 88.5 FM

World Micro Components, Inc.
Thomas Nelson, Inc.
PENSCO Trust Company
Orchard Medical Consulting
New Age Transportation
Orlando World Center
RealPage, Inc.

Sartomer Company
Lovejoy, Inc.
Language Line Services
Synaptis
GE Analytical Instruments
Hammer Equipment
GreatAmerica Leasing



“Find ‘Em, Get ‘Em, Keep ‘Em”

contains real-life stories and documented best practices
that will help you
grow your business.

What’s the best way to “find ‘em, get ‘em...and then keep ‘em?” The Allied Group can help. From sourcing a potential customer list, packaging up your product or service so it can be understood and purchased, and then personalizing every communication with your customers, The Allied Group can implement a customized marketing program to keep your sales flowing and to achieve retention excellence.

Allied’s VP of Sales, Brian Butler, has written a book on this very topic. “Find ‘Em, Get ‘Em, Keep ‘Em” is the result of years of marketing, selling and customer service experience and research. This book is an **INVALUABLE RESOURCE** for anyone trying to grow their organization.



Brian E. Butler

To book Brian as a speaker at your next event or to order the book, email:
findem@thealliedgrp.com