



How Working with David Newman Is Different

I'm currently the Vice President of Product Development for Business 21 Publishing, where I work with leading experts in the fields of Human Resources, Finance, Safety, and Sales. As a former full-time professional speaker, I've presented, taught, and consulted with over 600 corporate groups between 1992-2007. I count 44 of the Fortune 500 as clients. My new role in the information publishing industry places me "across the table" from my professional speaker and consultant colleagues.

I've been helping consultants, professional speakers, and independent professionals with sales and marketing strategy since 2002. I'm the author and coauthor of 8 books including The Sales Science Manual, UNCONSULTING, Relish for Business, and The Manager's Pocket Guide to Using Consultants (HRD Press, 2007).

In short, I've been in your shoes and I can help you generate marketplace success.

Here's one of my tools in action – the **"SO WHAT" Marketing Distinction Sheet**. (It's one of the sales tools you'll get if we work together – and I'm not afraid to use it on myself!)

Distinctions of working with David Newman:

- I've written 8 books and I write a monthly column for Business2Business magazine **SO** you're benefiting from a LOT of my thinking, reading, and writing about sales and marketing strategies, tactics, and tools
- I make sure that you get a toolkit that fits your strengths, personality, and the needs of your particular business **SO** with me, there is no cookie cutter. You're no cookie.

"David Newman has to be the hardest working guy in sales training. Even after we finished working together, I would get calls and emails from David about another idea he had for us. One of his ideas alone helped me more than triple the revenue from our core service. He far surpasses any course I have ever taken, any book or tapes I have read. You cannot hire a better person for your company than David Newman."

-- Mary Broussard, CEO, The Barter Connection

- Many marketing consultants give detailed blueprints but no tools. Many sales trainers provide specific tools but no overall blueprint. I integrate big-picture marketing strategy with day-to-day selling tactics **SO** I make sure that MORE SALES HAPPEN.
- As you move ahead with specific prospects, I help you with pre-call planning and post-call assessment **SO** you'll do better with specific selling situations you're facing daily.

"Having experienced a multitude of sales training programs, I was astonished at the tangible and immediate results of David's action-oriented program. I walked away with 2 results – an increase in clients and revenue, and a yearning to continue to apply these skills. Finally, something that works!"

-- Gail Welkes, President, Focus Personnel

- 2 for the price of 1: I'm an excellent marketing tactician. I'll revise your website copy, rewrite your sales letter, spiff up your presentation kit, create your postcard campaign **SO** you don't need to pay someone else to create the materials you need.

"My experience with David Newman was excellent. It's a very focused program and David leads you through it making it seem effortless. He's approachable and knowledgeable. Executive Office Link has begun working with 6 new clients since I've started working with David."

-- Piper Reece, Dir. of Business Development, Executive Office Link

- My bias is toward simple solutions. You can't make money by confusing people. Simple SELLS. Simple WORKS. **SO** all the information you'll get from me is clear, actionable, and outcome-oriented. "No theory. No gimmicks. No bull" is my philosophy.

"David Newman's program isn't just a good investment, it's an excellent bang-for-the-buck. You'll learn an effective sales and marketing system that's tailored to your own business and your own strengths -- one that you can use for the rest of your professional life. Working with David reminded me of marketing responsibilities I didn't even know I had!"

-- Tom McCaffrey, Real Help Communications

- I give GOOD stuff away free. You can grab articles and book excerpts from my website. You can visit my Motivational Speaker blog. You can get my marketing tips newsletter **SO** you know what you're getting before you invest.

"Your newsletter is really terrific. There are great (and practical) ideas in every issue."

-- Doug Karan, Chariot Solutions

- I'm rather expensive **SO** I work with a small number of clients who are serious about their business and am thus able to give you extreme personal attention.

"Starts me on a totally renewed marketing and sales plan. You took the rigidity out of most sales formulas I've seen. David, you're intuitively brilliant and I want to use you in the future as a second pair of eyes, reviewer, and advisor. All of which you do so well."

-- Gerry Lantz, Stories that Work(tm) Consulting & Training

- A lot of my clients are THEMSELVES marketing consultants **SO** that's a great compliment (that experts in my field choose to work with me.) After all, you can't cut your own hair! And I've paid big money to learn from the best in my field as well.

"I always feel so energized after meeting with you. Not only do you have great insights, but you communicate them in such a powerful way -- both the good and the 'what's missing.' Not an easy thing to do."

-- Donna Wilson, President, Maximum Velocity Marketing