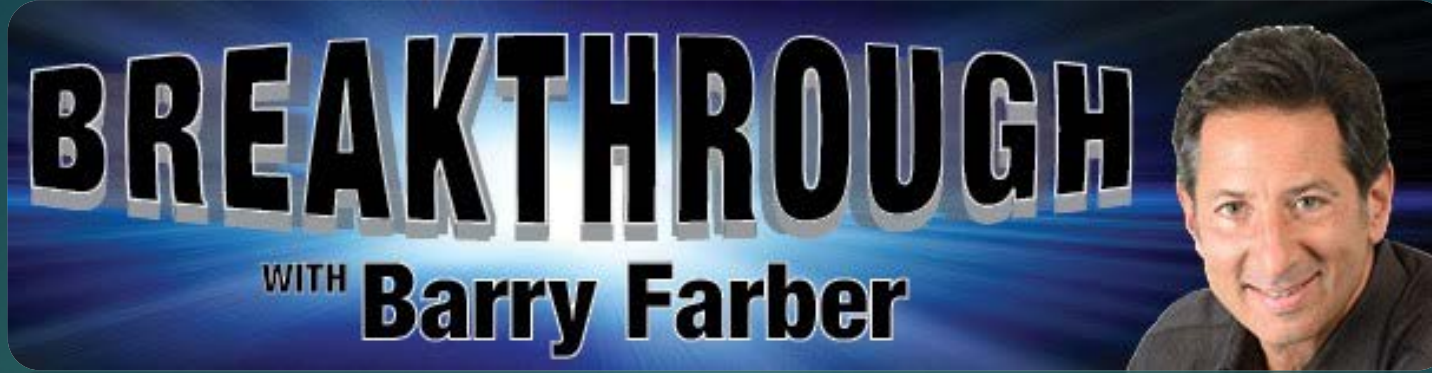


# Barry Farber

BUSINESS BREAKTHROUGHS



Featured on

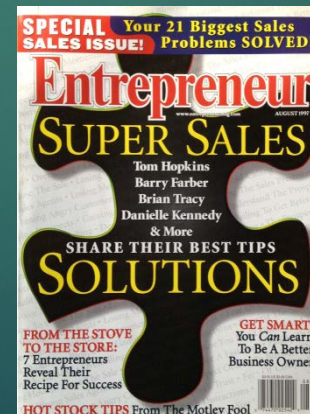
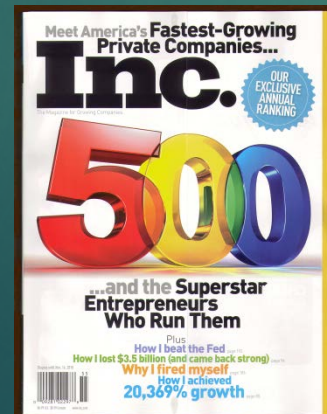


International Best Selling Author  
25 Foreign Languages • Over one million copies sold



Columnist

For



Featured in

The New York Times

**SellingPower**

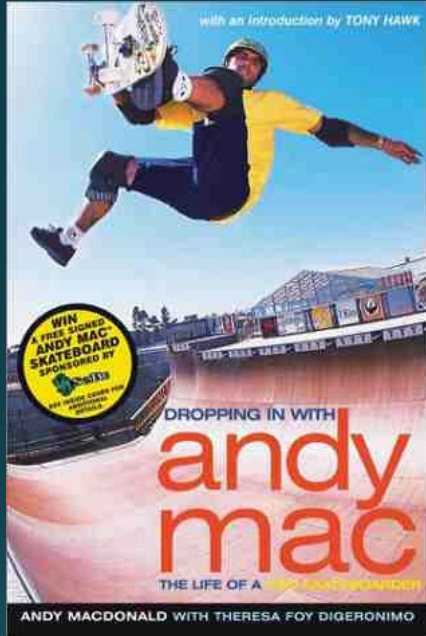
**U.S. News** & WORLD REPORT

INVESTOR'S BUSINESS DAILY

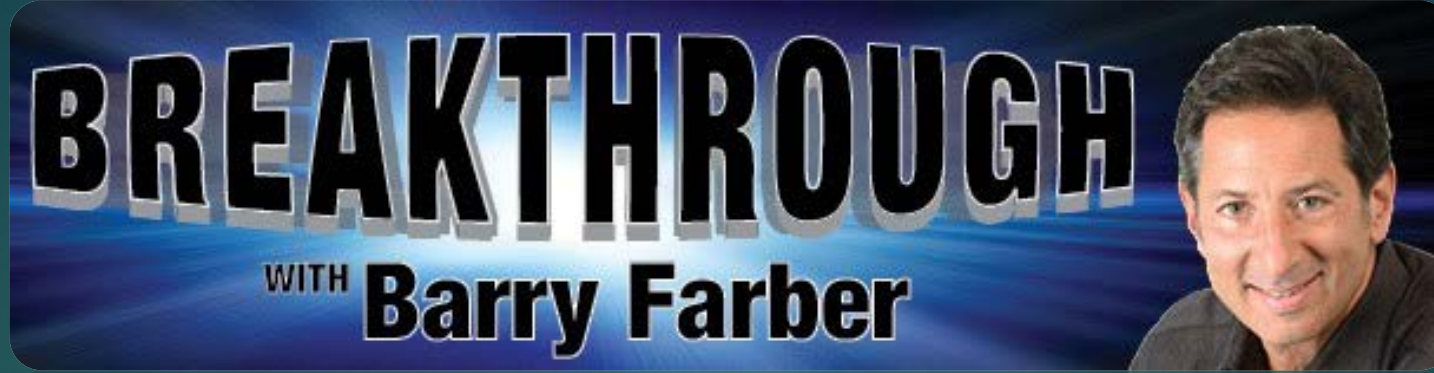
**Newsday**

**ADWEEK**





Literary agent for Andy Macdonald, crowned skateboarding's world champion 8 years in a row and owns 19 X Game medals – more than any other skater



## Sports & Entertainment Agent



Consultant for Gary Sheffield - Former MLB player, nine time All-Star, and one of the top 25 all-time homerun hitters



Agent and Broker for the \$7 million Evel Knievel roller coaster that Six Flags Theme Parks launched summer 2008

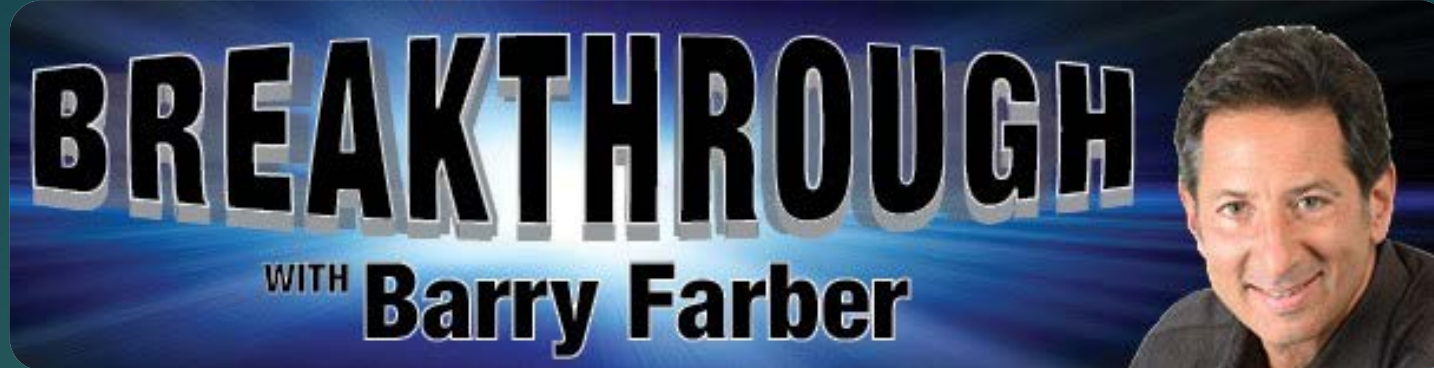


Winner of 3 Telly Awards and nominated for an Emmy as the Executive Producer and Marketer of the Jackie Mason Television Show



## Interviews With...

Johnny Bench  
Senator Bill Bradley  
Evander Holyfield  
Barbara Mandrell  
T. Boone Pickens, Jr.  
Dave Thomas  
Tony Hawk

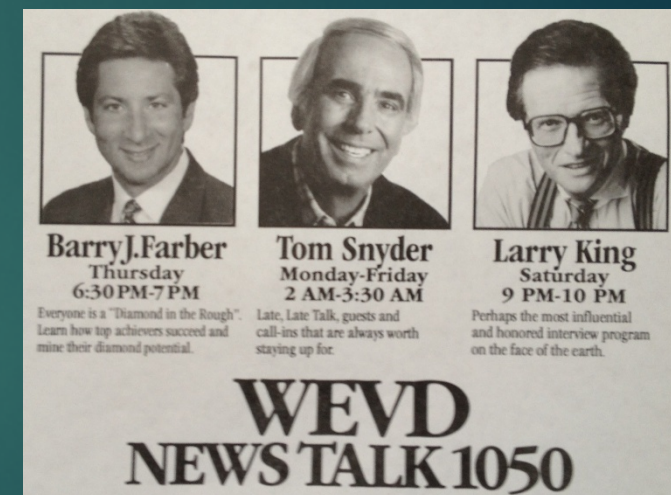


## Radio and Television Host

Dionne Warwick  
Ron Popeil  
Dr. Atkins  
Don Rickles  
Emanuel Steward  
Rita Rudner



Host of over 400 shows in New York City, Washington, and on The Comcast Television Network, Tune-In Radio, iTunes and has over 1.3 million listeners on BlogTalkRadio Network



"Breakthrough with Barry Farber is one of the most powerful programs on our network and in less than 2 months has become our #1 show out of 16,000 active hosts."

-Alan Levy

Co-founder of BlogTalkRadio and CEO of Cinchcast, Inc.



"Really worthwhile...  
lots of good ideas"  
-David P. Cattrell  
VP, Citi Bank

"The highest rated  
speaker at our  
conference"  
-Inc Magazine

# BREAKTHROUGH

WITH **Barry Farber**



"Top speaker of the  
year"  
-Successful Meetings  
Magazine

## Seminars and Keynotes

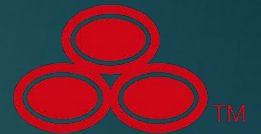


at&t

CHASE



StateFarm



"Real life lessons... engages the audience in  
a way they can truly relate. You can count  
on listening intently while laughing out loud"  
-Robert E. Ackerman Jr.  
Vice President  
Novartis Pharmaceuticals Corporation

"Far and away the most entertaining and engaging  
speaker at our conference"  
-Norman Lidofsky  
President  
Penguin Publishing

"Barry delivered true value with the goal of getting face-to-face meetings. The program has been highly successful. I highly recommend Barry for new business strategies."

-Bonnie Habyan,  
SVP, Marketing,  
Arbor Commercial  
Mortgage

# BREAKTHROUGH

WITH **Barry Farber**



## New Business Strategies

"Sales strategies to grow your business is the biggest challenge for business owners, and Barry Farber's program is full of proven sales techniques and practical advice to meet that challenge. I have used Barry over 20 times, in 13 different cities because the feed back I receive, has been overwhelmingly positive," "...Bring Barry back", "I was able to implement some of Barry's ideas on my first sales call..." "Barry is an entrepreneur who lives what he talks about every day and why business owners respect his advice."

-Mike Ludlum, SVP Operations, Entrepreneur Media, Inc.

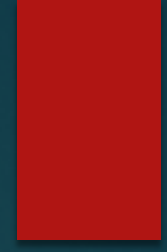
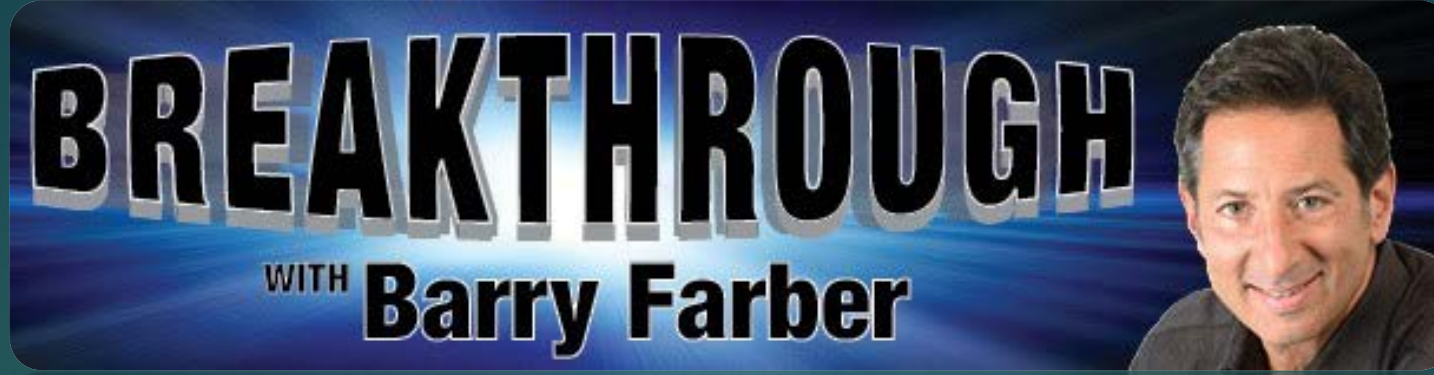
"Barry Farber combines practical advice, hard-earned wisdom, and years of experience to equip you with the tools you need."

-Lillian Vernon,  
Founder & CEO,  
Lillian Vernon Corp

"Barry Farber created a account penetration strategy that brought results. Our entire sales division benefited from his expertise."

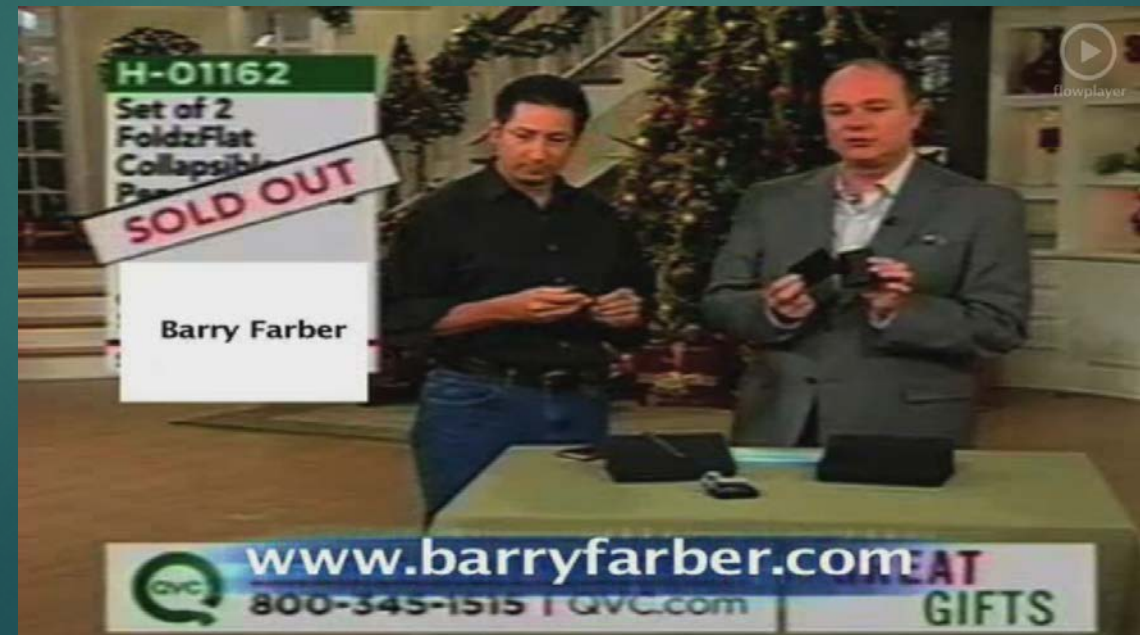
-Jim Coriddi, Senior Vice  
President, Ricoh Corporation





# Co-Inventor and Marketer FoldzFlat® Pen

Selling millions in the promotional, direct response and retail markets





# Program Highlights

1. Customized keynote presentation to key needs & challenges

Sample topics...

- Gaining Access to New Business
- Increasing Qualified Sales Activity
- How to Sell Value Against Price and Other Objections

2. Field travel with selected sales reps for coaching before and after sales calls

3. Strategic Account Analysis and Action Plan for Targeting Top 20 Accounts for each rep

4. Sales Management Training

Sample topics...

- How to Motivate Reps to Make More Qualified Calls on New Business
- Managing the Sales Process
- How to Measure Motivation Before you Hire
- Coaching Strategies for Improved Performance
- Running Successful Sales Meetings That Get Results
- Time & Activity Management
- Strategies for Creating a Customer Focused Organization

5. Conduct Customer Interviews with a Select Group of Accounts for Value Added Proposition