

Bill Bachrach

\$10,000 to \$15,000

Helping You Build Your Ideal Business and Create Your Ideal Life

Hall of Fame Bill Bachrach's expertise is the subject of TRUST. Simply put, trust is the single most important thing that determines a person's success or failure as a financial professional. Trust trumps technical competence, credentials, sales skills, marketing acumen, time in the business, and investment track record.

Beginning in 1988, after being a successful financial advisor himself, Bill became the driving force behind the Trusted Advisor and Values-Based movements in the financial services industry. Over this time he has earned the reputation as the world's leading authority on the subject of trust for financial professionals. His books are industry best-sellers and his articles are published and republished in our most-respected journals.

Powerful content combined with excellent delivery are not two things that often go together. You usually get either industry expertise OR great presentation skills. Bill Bachrach delivers both. And his message is vital for every veteran who seeks to build a better clientele and every rookie who is serious about being successful. Bill has delivered well over 1,000 presentations for nearly every major financial services firm and association in the English-speaking world, including 11x for the Financial Planning Association, 5x for MDRT, and 4x for Top of the Table.

Video: [Speaking the Language of Trust](#)



Michael Maslansky

\$10,000 to \$15,000

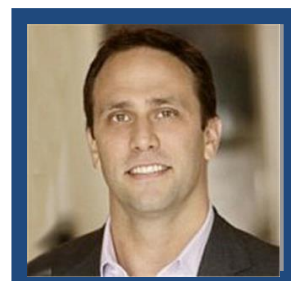
It's Not What You Say That Matters, It's What They Hear

One of corporate America's leading communications and research strategists, Michael helps communicators understand the challenges of effectively getting their message to skeptical audiences. Michael uses experiences from more than a decade of research into the art and science of persuasion to counsel Fortune 500 corporations, industry associations, and non-profits on how to communicate credibly in this challenging environment.

He advises Fortune 500 corporations, industry associations, major litigation practices and non-profit organizations on what to say, how to say it and, most importantly, why it matters. How CEOs, companies, and entire industries communicate – whether during crises, in advertising and public relations campaigns, or with investors, Congress or the American people – often means the difference between success and failure.

In *The Language of Financial Services*, Michael presents real world examples of how financial services firms have succeeded or failed based on their ability to effectively communicate to external and internal audiences. Relying on deep industry knowledge and a wealth of proprietary research, he provides audiences with a tailored set of communication principles they can directly apply to the work they do every day. Michael provides actionable principles for credible communication that will help you make every communication more effective.

Video: [The Language of Trust](#)



David Horsager

\$20,000 to \$30,000

The Single Uniqueness of the Greatest Leaders and Organizations of All Time is Trust

Trust has the ability to accelerate or destroy any business, organization, or relationship. With greater trust comes greater innovation, stronger brands, increased retention of good people, higher morale, multiplied productivity, better results, and a bigger bottom line. The trusted leader is followed. The trusted sales person is bought from. For the trusted brand people will pay more, come back, and tell others. In the Twenty-First Century, trust has become the world's most precious resource. Enjoy faster results, deeper relationships, a more committed team, and a stronger bottom-line when you gain the Trust Edge.

David Horsager is a business strategist, keynote speaker and author of the National Bestseller, *The Trust Edge: How Top Leaders Gain Faster Results, Deeper Relationships, and a Stronger Bottom Line*. His work has been featured in prominent publications such as *Fast Company*, *The Huffington Post*, *Forbes*, *The Wall Street Journal*, *SUCCESS Magazine*, and *The Washington Post*.

In *The Trust Edge*, Dave combines humor and illustrations with business insight and analysis. He will show you how the little things, done consistently, add up to huge results. You will discover the 8 pillars of the most successful leaders and organizations and 3 ways to build connections. You will learn the "why" and "how" behind the most foundational key to real success and how to create a 90day quick plan.

Video: [Trust is Not a Soft Skill](#)



Paul Batz

\$10,000 to \$15,000

Good Leaders are Magnetic to the Best Talent, & More Attractive to the Best Customers

Paul teaches how personal leadership is a competitive advantage, and how good leaders and sales people create great results with their teams and clients.

Paul is an exciting, energetic speaker with a relentlessly positive outlook. He's classically trained in choral conducting and theater, so he knows how to engage an audience. Paul also brings first-hand insights gleaned from his ongoing experiences as an executive coach.

In "Why Goodness Pays" the world's research authorities have confirmed what we already know: Trust in businesses has never been lower. Paul Batz shares how good leaders and salespeople are magnetic to the best customers and attractive to the best talent because they accept personal responsibility to radiate goodness. This keynote delivers an interactive assessment with the Seven Fs Wheel© and strategies to leverage your Personal Leadership.

Video: [Good Leadership Enterprises - Point of View](#)



Bo Eason

\$20,000 to \$30,000

Giving You the Ability to Build Immediate Intimacy and Trust to Change Your Life

There is one simple—yet powerful—key to creating instantaneous rapport and trust. What if EVERYONE on your team held that key?

Bo Eason says, "Every one of us has one true sentence. It's at the core of who we are, the core of our personal story. When we find that one true sentence and learn to express it, we become irresistible to those around us. We become the leader they've been searching for." It's no longer just about negotiation strategies, closing techniques, well-written press releases or team-building exercises. The currency of today's successful businesses is authenticity and deep connection with clients, vendors, and the public.

In his electric keynote Bo will give you practical tools to: Build immediate intimacy, rapport and trust in client, Communicate your own personal message in a way that hits your prospects and clients in the solar plexus, Tap innate leadership potentials to unleash Olympic-level performance in yourself

Video: [You Have To Have The Ability To Tell Your Own Story](#)

