

## Rick Barrera's Introduction

How can you build a world class brand **faster** than your competitors while **decreasing** your marketing investment?

It's easy...**Just Overpromise AND Overdeliver!**

Yes, you heard me correctly.

Our next speaker, Rick Barrera, says that **Overpromising and Overdelivering** is exactly what Washington Mutual, American Express, Lexus, Google, and others are doing to lead their industries in growth, profit and customer satisfaction.

Rick is a marketing expert and author of "*Non-Manipulative Selling,*" "*Collaborative Selling,*" and "*The Dollars and Sense of Service Delivery.*" His newest book- "***Overpromise AND Overdeliver: Secrets of Unshakable Customer Loyalty***" made both the Wall Street Journal and Business Week best seller lists, and was ranked the #4 bestselling book on 800-CEO-READ's list for all of 2005.

Each year he works with leading organizations, such as Intel, JD Edwards, Harley-Davidson, General Electric, Hewlett Packard Lexus, Washington Mutual and others, helping them to reach new levels of excellence.

Ladies and Gentlemen, PLEASE WELCOME, from San Diego, CA, consultant and author, Rick Barrera.