

Thomas Faranda

A CEO's View of Growth & Profit

LEADING FROM THE EDGE

(Focus: Managing difficult markets and tough times)

In this program, Mr. Faranda will provide three tools. First, an economic overview of the next year from a CEO viewpoint. Second, new marketing and sales ideas to get you closer to your customer. Third, techniques for growth and profitability.

CREATING GROWTH, PROFIT & WEALTH

(Focus: Strategy, Leadership, Management for Results)

Bottom line techniques - core competencies, infrastructure, speed, benchmarking, outsourcing, strategic alliances, execution techniques, capital development, capital usage, turnarounds, transformations and other tools to drive growth and profits.

GAINING COMPETITIVE ADVANTAGES

(Focus: Sales, Marketing, Service for Results)

Techniques to win customers from your competition through competitive intelligence, hit teams, stealing market share, deep selling, A/B/C customer systems, value added selling, strategic planning and strategic execution. An entrepreneurial approach to profit.

THE WEB OF WEALTH

(Focus: "Technology & E-Business to Win New Markets")

Digital delivery, knowledge management, data warehousing, exchanges, auctions, brand development, net demographics, and web trends for market penetration and wealth creation.

WINNING NEW GLOBAL MARKETS

A focus on the cultures, values and business practices that drive global sales and on the political, social, cultural, lingual buying motivations of global customers. Includes how to use alliances, referrals and relationships to manage distribution channels.

Quotes from Thomas Faranda's Books

"Speed, Time and Convenience are the currencies of the future"

"Your human infrastructure is one of your only sustainable competitive advantages"

"The purpose of all business is life and lifestyle enhancement"

"Customers do not want your products or services... they only want THEIR needs met"

"Competitive Advantage is what you do for your customers that your competition cannot or will not do"

"There are no 'global organization' Just organizations that grow and profit from the global market and organizations that have died from not doing so"

"Technology is the great equalizer for making footprints in the global markets"

Thomas Faranda's "Programs of Style and Substance" are created, not canned. They are customized and personalized to fit your industry, people and specific meeting theme and they are famous worldwide for their great examples, humor, stories and practical bottom line ideas.