



Becoming the **#1 CHOICE** In a crowded market

“He just knocked it out of the park.”

- Chip George, CEO, Comfort Research

They Buy Your BECAUSE

Learn a framework of innovation and influence that will show you how to **become the #1 choice in crowded industries**. Create disruptive strategies and messaging to attract your ideal customers, and leverage change to create unique competitive advantages making you the clear choice.

Your customers may be interested in your why and engaged by your story, but **they BUY YOUR BECAUSE**. Gerry's Power of BECAUSE framework has been used by manufacturers, distributors, dealers and businesses of all kinds to clarify their message, drive referrals and close sales.

The presentation is a fun, thought-provoking dialogue that reveals the four critical questions you should be asking to **stand out in the sea of sameness**. It is packed with **strategies and case studies** from multiple industries that can be implemented immediately.

Gerry O'Brion has worked on several billion-dollar brands and distilled that experience into a framework that will challenge your thinking about why customers buy, and how they make referrals.

What You'll Get

- The power of your BECAUSE.
- Four steps to becoming the #1 choice.
- Strategies for navigating disruptive change.
- Creating passionate, vocal fans.
- How to be different when you seem the same.
- Driving more referrals.

Who is this for?

This is ideal for CEOs, business owners, franchisees and sales teams who want to generate more referrals, close more sales, and become the #1 choice in crowded, competitive, commoditized markets.

What attendees are saying...

“Recommend him. Two thumbs up.”

– John John Kailunas
Chairman, Regal Financial Group

“We walked away with so many great takeaways on how to drive our revenue.”

– Pete Rupert
CEO, Fusion Education Group

“Thank you for the great keynote and all the preparation before the meeting. The meeting theme, built from your work, resonated with the team and I heard so many great compliments. Even better, people were practicing how they will incorporate providing a BECAUSE. Your work was impactful – I can’t thank you enough!”

– Kim Albrecht, Rheem

Gerry O’Brion



Gerry O’Brion helps businesses grow.

Gerry O’Brion has helped thousands of businesses become the #1 choice in crowded industries.

He is the Founder of What Big Brands Know® and the creator of The Power of BECAUSE framework which shows companies how to stand out in the sea of sameness.

Gerry teaches a powerful process to influence customers to buy from you vs. all their other options. His strategies work in any business regardless of whether they are B to B, B to C, have a large budget or small.

Gerry spent his career as an executive for brands like Procter & Gamble, Coors Light, Quiznos, and Red Robin. He has an MBA from the University of Michigan and a BBA from the University of Wisconsin.



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