

Creating Desire

Stop selling and start attracting

Grow your business by growing theirs



Gerry electrified the group with his presentation. The energy helped set the tone for a supercharged sales meeting. I highly recommend Gerry and his presentation for any sales group, marketing team, or customer group."

Jim Reynolds, Vice President of Sales, Food Services of America

5 steps to creating demand with your customers

Creating Desire turns "consultative selling" on its head. Learn how to truly engage your customers in a conversation about their business vs. just collecting information. Business owners want to grow sales, but many are focused on the wrong things.

Learn five questions you can ask to refocus the conversation, show that you're an expert, and that you truly understand their business challenges.

Have you ever seen a TV commercial and immediately wanted to buy the product? How does that happen? Billion dollar brands have a tried-and-true process they use to get you to desire their products. Gerry O'Brien has worked on several billion dollar brands, and has distilled that experience into techniques you can use on every sales call.

Gerry will have you look at your customers with a fresh perspective. The fun, thought-provoking dialogue will **generate real ideas you can use immediately**. The presentation is packed with information, strategies and case studies about companies that are doing it right.

What You'll Get

- Five steps to attracting your ideal customers
- Why customers make purchase decisions
- The one thing that matters to all businesses
- How to be different when you seem the same
- Building long-term customer relationships with a few simple questions
- Driving more word of mouth marketing

Who is this for?

The session is designed for media sales consultants who want to stop selling, and start creating demand. Gerry shows how big brands create demand, and how you can use these strategies with your media customers.

What people are saying...

No fluff, no cute words - just brief, simple and to the point. Gerry really helped me get clear on who I serve, what they're looking for and how I can help.

- Peter Pittman, Wells Fargo Financial Advisor

"In 16 years with our company your presentation was by far the best I've seen. Your message was right to the point, clear and simple. It contained some basic elements that we in sales need to know, remember and follow through."

- Rich Ringeisen, Sales Associate, Food Services of America

Gerry O'Brion



Gerry O'Brion helps businesses grow.

His keynote address *What Big Brands Know* has helped thousands of sales consultants and business owners..

He is the Founder of What Big Brands Know® and the creator of the Business Blueprint system.

After years as an executive with billion dollar brands, Gerry now uses big company strategies to grow organizations of all sizes. His strategies work in any business regardless of their budget.

Gerry began his career in marketing at Procter & Gamble, working with brands such as Crisco, Tide, Mr. Clean, and Spic & Span. Next, he managed Coors Light, became VP of Marketing for Quiznos, VP of Marketing for Red Robin Gourmet Burgers and was recently interim VP of Marketing at Which Wich.



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