



# Ron Karr

Dedicated to Developing High Performing Sales Cultures...  
Sell More In Less Time At Higher Profits

**Sales**

**Negotiations**

**Leadership**

**Call today and find out how Ron Karr will help your audience:**

- Sell more in less time
- Increase profit
- Increase market share
- Differentiate from the competition
- Achieve maximum potential

**What do the following organizations have in common?**

- AFLAC
- Hewlett Packard
- Sprint
- Agfa Medical Imaging
- Marriott Hotels
- Southwestern Bell Yellow Pages
- Cognis
- Morgan Stanley
- UPS
- Hertz
- Mutual of Omaha
- Wright Medical

**They have realized significant results from implementing Ron's principles**

## LATEST BOOKS:

- **The Titan Principle®: The Number One Secret to Sales Success**
- **The Complete Idiot's Guide to Great Customer Service**

**To Book Ron Karr, please call your favorite speakers bureau.**



## Ron Delivers...

### On the Platform...

- Motivational Keynotes
- Breakouts
- Retreats
- Boot Camps
- On-site workshops
- Tele-seminars

### Learning Tools...

- Books
- e-Reports
- Videos
- Tapes & CDs
- White Papers
- [www.ronkarr.com](http://www.ronkarr.com)

### and The Bottom Line...

- Assessments
- Consulting
- Interactive marketing
- Executive Coaching
  - Accountability
  - Startegic Planning
- Key Account Turnarounds

**Sell More in Less Time at Higher Profits**

# Clients Agree: *Ron Karr Delivers...*

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Not only were the principles well received, but the result was astounding. [We] adapted them to the sales environment of the client. The sales force achieved a substantial increase in sales penetration that will translate to millions of dollars to the bottom line over the next five years.

**Linda Apple**  
**Principal Consultant**

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The TITAN PRINCIPLE® Program has equipped our seasoned technical sales force with new concepts to increase their sales performance. We have learned, through effective questioning, much more about our customers' issues and challenges. This allows us to get better results - faster- by targeting our sales proposals more effectively.

**Bob Pryor, President,**  
**Agfa Medical Imaging**

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This is a must program for any type of sales organization....Ron Karr is the Tiger Woods of the selling process.

**Barry Campbell,**  
**State Sales Coordinator,**  
**AFLAC**

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As a result of Ron Karr's strategic sales and marketing plan for a key customer, we were able to convince the customer to negotiate over 75% of his requirements with Cognis prior to any bid process involving our competition. This has resulted in Cognis being awarded volume valued at over \$20MM annually for a total of more than \$200MM over the ten year period.

**R. Brantley Sudderth,**  
**Vice President,**  
**Mining Chemicals**  
**Technology,**  
**Cognis Corp.**

**Sell  
More  
In Less  
Time  
At Higher  
Profits**