

Rosalie Marcus

Speaker, Author, Promotional Products Business Coach



Rosalie Marcus knows how to **inspire, educate and excite promotional products sales professionals**. In her high energy and down-to-earth style, she packs her presentations with real-life sales scenarios, success secrets, and humor that gets her audience excited about achieving their sales goals and beyond! Sales and marketing professionals leave her presentations with **more confidence, better focus, and the tools they need to succeed in today's challenging selling environment**.

"You are an excellent and talented speaker, motivator, and encourager.

I know the site and goals of folks other than me were raised considerably!"

*- Tom Robinson,
The Vernon Company*

New Presentations for 2016

I provide customized programs that get promotional products sales professionals excited and selling more! Select the presentation that best meets what your group's needs, or let me customize a program just for your group.

For New Distributors: 10 Proven Ways to Build a Client Base Quickly!

If you're new to promotional products sales you probably have a lot of questions. How will you get your first clients? What do you say? Who should you call on? How can you differentiate your business? Start here to learn fast and easy strategies that will drive business to you quickly and put you on the road to building a thriving, sustainable promotional products business.

Discover how to:

- Target your ideal, most profitable accounts
- Conduct powerful initial sales meetings that drive business to you
- Differentiate yourself from other industry sellers
- Position yourself as an invaluable resource, not a product pusher
- Develop an effective, multifaceted follow-up approach
- Get repeat business
- Build a referral engine
- Stay positive and in action

"Rosalie Marcus has consistently been one of the highest rated speakers at the ASI Shows. Her presentations are highly engaging and get her audience excited with new possibilities. Participants leave with fresh ideas that they can immediately implement to quickly grow their sales."

*-Nicole Rollender,
Director of Education
ASI / Advertising
Specialty Institute*

Leverage LinkedIn®: Powerful Strategies to Stand Out, Grab Attention and Get Tons More Business

LinkedIn® is the world's most powerful network for connecting with top decision makers. With more than 200 million registered users, it's the place you want to be to make connections that drive sales. Start here to learn proven strategies, fast and easy ways to make connections and little know Linked-In success secrets to stand out, get noticed and get tons more business. During this interactive presentation you'll discover how to:

- Make powerful new connections
- Create a stand-out profile that attracts your most wanted prospects
- Easily search and connect with clients and prospects
- Contribute valuable content to LinkedIn® groups.
- Share powerful insights that position you as the go-to person
- Get business coming to you

Reel in The Big Fish! How to Crack into the Corporate Market and Attract and Retain Bigger Clients

Big companies spend billions on promotional products every year and your company, no matter what size, can get a piece of this lucrative pie. Start here to learn the most effective strategies for identifying, attracting and closing profitable opportunities with the corporate decision makers. In this information-packed, interactive session you'll learn:

- Effective ways to target that have the best likelihood for success
- How to shorten the sales cycle and getting your foot in the door fast
- How to create a value proposition that attracts attention and drives sales
- How to become an invaluable resource, not a product seller
- How to create multiple opportunities from one account

Tap Into the Lucrative Healthcare Market:

Are you ready to dramatically increase your promotional products sales? Now more than ever healthcare organizations need your expertise and recommendations to promote their product and services. Look for ways to solve their challenges through the creative use of promotional marketing and you're sure to boost your bottom line. Healthcare markets have a plethora of needs that you, a promotional marketing specialist, can fulfill. Start here to position yourself as a healthcare marketing expert and watch your sales soar. Discover...

- The top healthcare markets to pursue
- Top buyers and what they want
- How to solve their challenges with promotional marketing
- How to position yourself as an invaluable resource
- An action plan you can easily implement to increase your sales

Customer Loyalty: How to Gain it and How to Keep it!

In today's highly competitive selling environment just doing what is expected isn't good enough, you need to go above and beyond to stand out and increase your sales. In the promotional products industry where products may be viewed as commodities, it's the little things that you provide that can be the real game changers and lead to dramatically increased business. Start here to learn proven high touch and high tech strategies that will set you apart and get your clients raving about you.

- How to stand out from the crowd instead of getting lost in it
- Proven, practical strategies you can put to work right away
- Great ideas for improving customer communication and increasing sales
- What to do, and what not to do, when mistakes happen
- High touch and high tech communication strategies that create raving fans and clients for life

Super-Star Productivity Secrets for MORE Sales, Less Stress and MORE Time Off!

What's the difference between sales super-stars and those that just get by? Top sales people focus on what they want and become unstoppable. Start here to learn how to tap into the power of focus to get more of the right things done every day, eliminate the time wasters, prioritize your day and sell more and make more money with less effort. Discover how to:

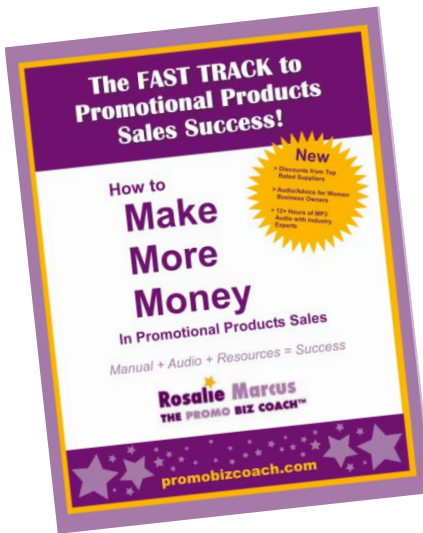
- Organize your day around high-payoff activities
- Process and organize your email quickly and regularly
- Eliminate your time drains and feel energized
- Make more money with less time and effort
- Shift your mindset to keep the momentum going

Meet Rosalie Marcus — A Promotional Products Success Story!

Rosalie Marcus' energy and enthusiasm are boundless. Whether conducting a business workshop, teaching a teleconference, or coaching individual clients, her knowledge, experience, and positive attitude have inspired hundreds of promotional products professionals to greater business success.

Rosalie grew her promotional products business, *Lasting Impressions*, from zero to record profits, giving it the distinction of being "One of the Top 100 Fastest Growing Companies" in the Philadelphia area. She has been the recipient of numerous industry awards including a Pyramid Award from Promotional Products Association International (PPAI). A featured and popular speaker at the *ASI and PPAI shows*, Rosalie is passionate about teaching people in the promotional products industry how to get more sales, better clients, and earn a higher income.

She is the creator of ***The FAST TRACK to Promotional Products Sales Success***, and the **Promo Biz Women Selling Smarter Program and Promo Biz Niche to Be Rich**. Her advice and articles have appeared in *Advantages* magazine, *Identity Marketing*, and *Promotional Consultant*, and she has been the featured business coach on KYW News Radio in Philadelphia.



"Rosalie's presentation at the PPAI Women's Leadership Conference was the best session offered. I have already implemented much of what I learned in this session to become a stronger leader, better person, and more successful business-woman. We need more sessions like Rosalie's."

- Cindy Jorgenson,
CAS
Brown & Bigelow

Partial Client List

ASI Show®
Advertising Specialty Institute
Chesapeake Promotional Products Association (CPPA)
Eastern Montgomery County Pennsylvania Chamber of Commerce
Georgia Association of Promotional Products Professionals (GAPPP)
Promotional Products Association of the Mid South (PPAMS)
PPAI EXPO
EXPO EAST
PPAI Women's Leadership Conference
Philadelphia Area Promotional Products Association (PAPPA)
Philadelphia Area Coaches Alliance
Specialty Advertising Association of Greater New York (SAAGNY)
Women's Center of Montgomery County, Pennsylvania