



Leave Jerry's meeting with sales & service power-tools that can be implemented that day.

"We're all in sales and selling all of the time. Our #1 product is us."
Jerry

Who Should Attend?

- ◆ Owners
- ◆ Managers
- ◆ Sales Managers
- ◆ Sales People
- ◆ Service Managers
- ◆ HR Managers

Jerry Frentress
Win - Win Motivation & More®

2285 Benton Rd., Bldg. III
Bossier City, LA
71111

Toll Free 1-866-719-7779

Jerry@WinWinMotivationandMore.com
www.WinWinMotivationandMore.com



Win Win Motivation & More®

Would you like to...

- Retain and grow your Clients & Valued Employees?
- Positively influence customers, employees, family and friends?
- Earn recommendations and referrals?

Power-Up Your Tools With Jerry Frentress!

AKA: The Power Tools Guy

Jerry's most requested presentations:

The Power Is In YOU®

A Seminar or Keynote

Power-up the tools within to motivate, encourage, persuade, inspire and sell.

You hold the key to unlocking tremendous power. It's power that will benefit you and all those in relationship with you from your business associates to your family and friends. The power within you requires a genuine desire to grow with "Win-Win" as your goal. When your client or employee wins, you will win. When friends or family members win, you will win. You can release the power that is in YOU.

You will discover:

- ◆ The Positive Power Tools are within you
- ◆ PPT's are easy if you "want" to win
- ◆ How clients, employees, friends and family will want a continuing relationship because you want them to win
- ◆ Win-Win can be implemented quickly and virtually without a cash investment
- ◆ You can put them to work today

Winning Habits®

A Seminar or Keynote

Build a foundation for continued, long-term sales.

While organizations frequently spend megabucks and many years implementing complex sales processes, they frequently neglect to build the foundational basics. Sales rise and fall, service is inconsistent and clients and salespeople come and go. **Winning Habits®** focus your efforts to create a foundation that provides consistency in exceptional service and maximizes sales without the need to adopt a new process.

You will discover that **Winning Habits®**:

- ◆ Increase client and employee retention
- ◆ Are easy to implement and maintain
- ◆ Distinguish you in the marketplace to create long term, loyal clients
- ◆ Create a strategy for bottom line success
- ◆ Improve both hiring and ongoing staff evaluation

MEMBER
NSA®
NATIONAL SPEAKERS ASSOCIATION

"Sales Insight & Motivation"

Jerry's Free Weekly 3-Minute Newsletter
www.JerrysSalesInsight.com

JERRY FRENTRESS

Win-Win Motivation & More®



About Jerry Frentress

Jerry Frentress' 34 year career in advertising sales and sales management not only taught him the importance of transforming satisfied clients into loyal clients, it taught him the Winning Habits sales professionals and sales organizations need to create the culture that effects that transformation. He found the motivational force to sustain the discipline needed for success and ways to release it in others.

He founded his consulting firm in January of 2003 on the principal of **“Win-Win”**. Jerry's goal is to assist companies in all industries by growing motivation and by implementing the basic sales habits that will ensure ongoing, long term, sales increases.

Originally from Texas, he graduated from The University of Texas at Austin with a BS in Radio-TV-Film and a Masters in Communication.

He also taught at Baylor University and was part-owner of an advertising agency.

He has earned two national professional certifications and in 1998, he received the Life Time Achievement Award from The Louisiana Association of Broadcasters.

Jerry is a Past-President of Shreveport/Bossier Sales & Marketing Executives International. He has been married to his wife and business partner, Andrea, for 40 years and they have two married children with four grandchildren.

His work in **Winning Habits®** and **The Power Is In You®** combines his formal education with his hands-on work in sales and sales management, and his unique views and client insights, to create immediate, concrete techniques which help to transform “satisfaction” in employees and clients into “loyalty”.

Today, Jerry helps firms implement **Winning Habits®** and discover the power within through keynotes, seminars, workshops, executive retreats, executive coaching and staff training programs.

Testimonials

Jerry, I feel as though you are a partner in our success!!! Your common sense approach to problem solving, planning and goal setting played a vital role in taking our sales team to the next level. .

*Dave Grosenbeider, Director of Sales
Powell Broadcasting, Sioux City, Iowa*

Jerry, I just wanted you to know that you are truly the reason our sales force is not only leading the market, but also setting the bar.

*Lisa Janes, Director of Sales
GAP Broadcasting*

Jerry, over the last 25 years, I have heard many of the best motivational and sales and marketing speakers. Your presentations are among the best.

*Kevin Murphy, CFP®
Sr. Financial Advisor & Branch Manager
Ameriprise Financial*

Jerry, your speech to our employees proved to be a hit. I know the tools that you presented are responsible for making us successful today.

*Susie Montgomery, Marketing Director
ANECA Federal Credit Union*

Jerry...Your evaluations came back virtually straight '5's'. That's the highest score available. We want 200 more books!

*Don Hicks, President & CEO
Missouri Broadcasters Association*

Jerry CLEARLY understands the importance of service and engagement to success of business. He came to speak to my managers and his message was very clear, easily actionable and definitely motivational. I highly recommend for all industries.

*Lee Dillard
VP of Operations / Horseshoe Casino & Hotel*

Jerry's reputation for being the authority on customer care is unrivaled. He commanded the attention of my employees with every session and I can say that it was one of the best investments Holmes Honda has made.

*Mark Johnson
General Manager / Holmes Honda*

Jerry...I'm really glad I hired you to do a seminar for ABA. You're one of the best!

*Jim McCall
Executive Director, Arkansas Broadcasters Assn.*

Quick Facts About Jerry Frentress

- ◆ Speaker, Trainer & Sales & Service Coach
- ◆ Author of two books
- ◆ Creator of the Winning Habits® and The Power Is In You®
- ◆ 34 years in advertising sales and sales management
- ◆ BS, University of Texas, Radio-TV-Film
- ◆ MS, University of Texas, Communication & Bus.
- ◆ Taught at Baylor University
- ◆ Past-President of Shreveport/Bossier Sales and Marketing Executives International

Selected Clients of Jerry Frentress

- ◆ Ameriprise Financial
- ◆ Arkansas Broadcasters Assn.
- ◆ Clear Channel Radio
- ◆ Gap Broadcasting
- ◆ Goodwill of North LA
- ◆ Horseshoe Casino
- ◆ Insurance Accounting & Systems Association
- ◆ International Assn. of Admin. Professionals
- ◆ Lamar Outdoor Adv
- ◆ Louisiana Independent Tire Dealer Assoc.
- ◆ Louisiana Society of Professional Surveyors
- ◆ Manpower
- ◆ Nat. Finance Adjusters Assn.
- ◆ National Assn. of Broadcasters
- ◆ Powell Broadcasting
- ◆ Radio Advertising Bureau
- ◆ RSC Equipment Rental
- ◆ TeleSouth Communications
- ◆ TeleMedia Broadcast