



Sam Geist's business roots were first established in a small sporting goods store in Toronto, Canada. With his belief that at start-up, business operation is 90% hard work, 10% know-how, he gradually grew The Outdoor Stores into a 15-store national sporting goods chain. In 1980, he sold his multi-million dollar organization to his largest competitor. That experience was invaluable in clarifying his understanding of sales and marketing, the marketplace and its customers. Capitalizing on this extensive experience, Sam opened his own advertising, marketing and consulting firm. His 14 years of agency experience taught him well about the rigors of marketplace demands—and marketplace unpredictability. He was able to hone his marketing skills, while he developed a valuable double-edge perspective—that of client and marketer.

He closed the agency in 1994 to concentrate on lecturing, presenting seminars and consulting. For the last 13 years, he has worked as a professional speaker, consultant, and facilitator to companies and associations across the globe. He has extensive experience consulting to companies involved in restructuring and is the author of *Why Should Someone Do Business With You...Rather Than Someone Else?*, *Would You Work for You?* and *Execute or Be Executed*.

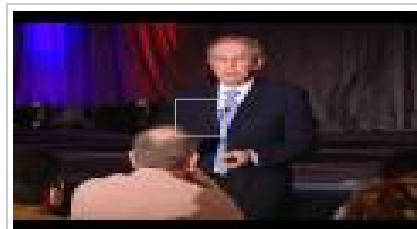
His customized programs focus on business strategy, leadership, customer service, the changing marketplace and maximizing staff productivity. Before each session, Geist conducts industry-related and company-specific research. Utilizing his years of experience he prepares and presents a variety of specialized actionable programs.

While he has, over the years, spoken to organizations in a great many industries, recently he has stood in front of clients in the automotive, finan...

Sam Geist

Speech Topics

- ▢ Motivation
- ▢ Marketing
- ▢ Management
- ▢ Customer Service
- ▢ Change



Testimonials

▢ "Collectively, we agreed that your keynote presentation was the most meaningful communication that we have encountered in our 18 years of conducting this event for our key customers and prospects. Thank you for your involvement and the significant content that you put forth. ON behalf of all of us, please allow me to again extend a gracious thank you for your effort and contribution."

- CEO Micro Beef Technologies.

▢ "Our sales team and BioGuard Dealers were extremely pleased with the relevant, applicable and customized information that you provided.....There were many 'takeaways' from your talk that the dealers could put into practice immediately. It excited and energized them from the beginning of the conference to the end. The excitement that you created had a direct effect on our sales goals for the conference which we exceeded by a considerable margin."

- Educational Services Coordinator BioLab Inc. .