



**Rick Barrera** is a marketing consultant and author, known throughout the Fortune 500 for his extraordinary speaking ability and his unique approach to brand building. His research on the strategies used by breakthrough brands like Apple, Starbucks, Chico's, Lexus, and Google will change your thinking about marketing forever. Rick has helped hundreds of companies re-design their systems and implement a holistic approach to serving customers. It's an old cliché in business that smart companies UNDER promise and over deliver. But in today's crowded market, that's a one way ticket to oblivion. In his bestselling book, *Overpromise and Overdeliver: How to Design and Deliver Extraordinary Customer Experiences*, Rick illustrates how an increasing number of cutting-edge firms are building breakthrough brands in record time. The book offers powerful and easy-to-apply lessons, not only for senior managers, but also for individuals at any level -- for anyone who wants to create extraordinary customer experiences. Drawing on more than 20 years of hands-on experience, this book sheds new light on how brands are really built and offers practical advice you can use to immediately differentiate your products, services, and company. Rick's previous books include *Non-Manipulative Selling* published by Prentice Hall, *Collaborative Selling* published by John Wiley and Sons and the self-published *Dollars and Sense of Exceptional Service Delivery*. His client list includes Abbott Labs, AutoZone, Bayer, Caterpillar, IBM, Intel, Merrill Lynch and Verizon. Because he continues to consult with a few select clients each year, his material is always relevant, fresh, and g...

## Testimonials

“ Rick has presented twice for our association. Both times he hit a home run with timely, relevant content as well as being highly energized. We review 40 to 50 speakers a year to find 3 - 5 speakers. He made the cut easily both times. ”

- National Sporting Goods Association.

“ When you hire a keynote speaker who is touted as an expert in ‘Over Delivering,’ that raises the bar on expectations of the speaker. Rick Barrera was

**Rick Barrera**

### Speech Topics

- Sales
- Future
- Economics
- e-Commerce
- Customer Service
- Change



all that was advertised and thoroughly connected with our group by personalizing his message to an audience of over 2,100 professionals. He helped elevate our conference as the audience was enlightened, entertained, and motivated to excel in the future.” ”

- Crawford Contractor Connection.

---