

**SALES  
CUSTOMER SERVICE  
GENERATIONS  
RECRUITING  
TEAMWORK  
LEADERSHIP  
INNOVATION**

# BRIAN CARTER

## Partial Client List

Salesforce  
NBC Universal  
Microsoft  
JP Morgan  
The U.S. Army  
Humana  
American Bankers Assn.  
Keystone Automotive  
Horizon Distributors  
Colliers International  
GoToMeeting  
Hand & Stone Massage  
Retrofitness  
Global Recruiters Network  
Pridestaff  
Independent Jewelers Org  
Assn Of Fire Equip Distribs  
Flooring America  
International Housewares Assn  
MD Revolution  
Taiho Pharmaceuticals  
Life Technologies  
Miami University  
Atlantic Bedding & Furniture  
Rural Broadband Assn  
Valley Telecom  
NC Professional Engineers  
Lighting One  
Butler Builders  
Warehouse Logistics Assn  
B2B Connect  
Central Garden & Pet  
Lund Boats  
Young President's Org



**Imagine you could book a high-energy, crowd-pleasing motivational speaker with hilarious original comedy plus practical business takeaways customized to your industry and audience, all in one? How much impact would that have for your organization?**

How are today's most successful organizations attracting and retaining customers, employees and revenue to dominate their industries, beat the competition and win long-term?

Keynote speaker Brian Carter's highly entertaining, research-driven, customized and up-to-the-minute talks receive rave reviews from audiences, meeting planners and executives. They love his stand-up comedy background, insights from his continued work in the business world, and his commitment to customization that your biggest needs right now.

As a speaker, author and entertainer, Brian has worked with some of the world's most successful leaders, experts and organizations- from multibillion-dollar household-name Fortune 500 brands and national associations to iconic entertainment powerhouses. Brian is passionate about sharing experiences, insights and strategies on sales, customer service, generations, leadership and innovation.

An internationally bestselling author of five books, Brian is regularly sourced by major media including Bloomberg TV, The Wall Street Journal, Forbes, ABC News, and Entrepreneur Magazine. He reaches over 3 million people per year and leaves every audience not just entertained, but armed with powerful strategies and tactics.

**“ You were the perfect choice!  
- Microsoft ”**

**“Phenomenal speaker. Personable, informative and downright entertaining. I'd hire him back in a second.” NBC-Universal**

**Funny  
+ Practical  
+ Motivational  
=  
Enduring Impact**

## **CLIENT TESTIMONIALS**

"Brian is an engaging and entertaining speaker. Timely and fun!"  
MD Revolution

"Very impressed with Brian's content and ability to deliver an impactful message in a fun and interesting way. One of the leaders. We had a blast."  
Life Technologies

"Rave reviews. Definitely knows his stuff. Engaging, humorous and relates well with an audience. He's also a pleasure to work with!"  
Professional Engineers of NC

"Masterfully presented. Easy to understand and digestible. A great deal of solid takeaways. Nothing but extremely positive comments from the attendees."  
Lighting One

"A bastion of knowledge."  
Havas

"Profound business stories and strategic points. Brian took our diverse crowd on a journey of discovery and used stand-up comedy in perfect alignment."  
Global Recruiters Network

"Outstanding! Has our people thinking differently. Easy executable steps made everyone comfortable and intrigued. A simple plan to help any size business."  
Keystone Automotive

"Highly recommended. Amazing preparation. Engaging style. Meaningful, actionable content. High marks on our post conference survey. Professional, timely and organized."  
International Housewares Assn

## **A FEW OF BRIAN'S KEYNOTES:**

### **SECRETS OF MODERN SALES:**

**Strategies and Tactics Today's Salespeople Use to Sell, Lead & Create Great Customer Experiences**

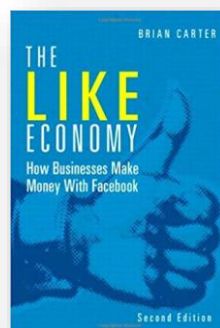
This high-energy, entertaining, motivational sales program is based on an in-depth, ongoing 8-year study of 1000's of top performing salespeople in 18 industries who successfully drive revenue, new business and profits, regardless of their size, budget or training. Through candid interviews, and direct work with these companies, plus his own up-to-the-minute sales experience, Brian discovered the successful strategies they use to succeed. This session looks at those secrets and gives you new ideas and processes for creating your own sales success.

### **ATTRACTING THE FUTURE How Culture and Campaigns Drive Talent & Productivity**

Do you have the magnetic organizational culture and powerful recruiting campaigns you need to get the employees and talent you want? Many companies feel they have great cultures, but they may not be doing everything they could with with recruitment to attract the workforce they need. This fun, customized, hands-on and motivational session will give your people the specific tools to get the right candidates for the job.

### **GENERATION "WHY NOT?" How FIVE Generations Build ONE Team**

Millennials are gaining power and are definitely different- and uniquely valuable. Gen Z is next. Who are they? How can *all* generations build better teams at work? In this entertaining, inclusive and research-based keynote, Brian leverages two decades of experience managing, serving and partnering with all four of these generations- plus the latest stats and research to deliver a thought-provoking and practical talk that will help get your company to the next level.



**Brian's Internationally Bestselling  
Book "The Like Economy"**