



Fred Firestone - Speaker Summary (Clients, Programs, Testimonials)

fredfirestone.com



Second from right, experiencing a shift at Hardee's – in search of extraordinary customer service interactions

Fred is the founder and principal of the [Ethical Selling Institute](#) and [WOWEDAMERICA](#), subsidiaries of **Sempact, Inc.** For over 20 years, he has provided training, speaking (keynotes, breakouts) and consulting services to companies and organizations in essentially one area: how they can **pull ahead of their competition** by building more trust, credibility and partnership into their crucial customer/client touch points. The objective: a **Superior Customer/Client Experience** which will yield greater market share and/or higher prices/fees. His programs include the following: **Customer/Client Satisfaction, Branding, Marketing, Differentiation and Ethical Selling.** His speaking style: conviction of message; integrity of purpose; extremely interactive; humorous. ([Participant Feedback Summaries - Provided by Enterprise Rent-A-Car 2008-2011](#))

Firestone Experience

The following is a sampling of companies and organizations for which he has presented or facilitated. An asterisk indicates a testimonial letter is available on [Ethical Selling Institute website](#).

Business/Industry

Anheuser-Busch
Argosy Casino*
Arrow Limousine*
AT&T*
Baymont Inn and Suites*
DuPont
Enterprise Rent-A-Car*
Ford Motor Company*
Ford Motor Credit
Goodyear
Hewlett-Packard/ValCom*
Kraft Foods
Lighting Service*
Missouri Eagle (Anheuser-Busch distributor)*
Monsanto
Nabisco

Testimonial Letters

The following excerpts are taken from a sampling of client testimonials. Each link is to actual letter on [Ethical Selling Institute website](#).

Program: WOWEDFactor - Key to Business Differentiation (Customer/Client Satisfaction, Branding, Marketing)

[Enterprise Rent-A-Car - Shannon D. Moore, VP Corporate Training / Corporate Meetings & Travel](#) *It gives me great pleasure to write this letter. For the past eight years you have facilitated our new managers' leadership workshop - approximately 200 two-day sessions. The thrust of the program is that in order to be maximally effective as managers, it's crucially important they engage their employees. Your ability to make a significant impact on our new managers is the result of three factors: (1) your visceral understanding of engagement; (2) your passion, enthusiasm and commitment; and (3) your ability to regularly and consistently "engage" the groups for sixteen hours straight (no let up!). Allow me to elaborate ... You get engagement. I've reviewed your defining article on [WOWEDFactor: A Key to Business Differentiation](#) and your [WOWEDFactor Programs](#). The direction is spot on in terms of setting up, in your words, a "culture of engagement."*

[Arrow Limousine - Kevin Callinan, Sales & Client Services Manager](#) *You addressed our chauffeurs, reservationists, dispatchers and shop/detail employees on the topic of: WOWEDFactor - You Are the Difference. What I can say is that your message was exactly what we had hoped for and that the response has been excellent. Our*



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Nebraska Furniture Mart*

Olin Brass

Ralston Purina

Royal Banks*

Shell Oil Company

3M*

United Parcel Service

US Airways

Vistage International*

Professional Services

Blackwell, Sanders, Peper, Martin*

Contech Construction Products*

Orion Advisor Services

Stone Carlie*

Touche Ross*

Association/Education/Government/NonProfit

American Society of IRS Problem Solvers*

Association of Technology Professionals*

Businesspersons Between Jobs*

Center for Business, Industry and Labor*

Central Institute for the Deaf*

Clayton, MO School District*

East Central College*

Hospitality Sales and Marketing Association*

Logan College of Chiropractic*

Mailing and Fulfillment Service Association*

Marketing and Cooperative Education Association*

Missouri Governor's Conference

National Association of Electrical Distributors

National Association of Health Underwriters*

National Down Syndrome Congress

Society for Marketing Professional Services*

United States Postal Service*

intent was to give our employees every tool possible to provide the best customer service possible. We have witnessed improved sales, compliments reported are way up and there are fewer complaints than ever before.

[St.Charles, Missouri Chamber of Commerce - Scott Tate, President/CEO](#) Each year, our chamber recognizes front-line employees of local businesses for their outstanding customer service skill and going above and beyond what is expected. Your presentation on the WOWEDFactor was perfect. Your presentation was a great reminder to our members of what they need to do to WOW their customers and get them to return.

Program: Pulling Ahead of the Competition (Differentiation)

[Vistage International - Allen Hauge, Group Chair](#) My members found the information on sales and customer service tactics that help not only land new customers, but enhance and retain the revenues from current ones very useful. They especially appreciated the introduction of the concepts of The Ethical Factor (trust, credibility, partnership) and the Core/Outer Core differentiation model to determine where The Ethical Factor's use may be most effective. I received a number of very positive comments from members after the meeting.

[Mailing and Fulfillment Service Association - Kevin McPhillips, Conference Chair](#) We were very grateful that you were able to join us and provide such a splendid Keynote. "Pulling Ahead of the Competition: Developing and Selling Your Competitive Advantage" was very timely in our current economic environment. On behalf of my colleagues, I would like to thank you for your very thought provoking presentation. The formal (as well as informal) feedback from the group gave you very high marks. I am appreciative of your energies and efforts on our behalf. All too often we come away from conferences with "fluff" as opposed to tangible and valuable concepts and tools. You gave us real value.

[Touche Ross - Michael F. LaPorta, Managing Partner](#) I am writing to comment on the recent marketing programs you did for Touche Ross. Your work included two focus groups, one with both our Audit and Tax management, and a seminar, "Client-Centered Marketing - Your Competitive Edge," for our office. I was very satisfied with what transpired. You conveyed useful information in a creative and entertaining format, that succeeded in provoking thought regarding our relationship to our clients and our products. In addition, the fact that you thoroughly focused on our specific agenda and developed your programs consistently, lent to their credibility.

[United States Postal Service - Geraldine Smotherson, Training Manager](#) This is in acknowledgement of your presentation of the seminar "You Make the Difference". I found you to be an



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Programs (Keynotes, Workshops, Breakouts)

WOWEDFactorSM
THE SIGNIFICANT DIFFERENTIATOR

(Customer/Client Satisfaction, Branding, Marketing)

- **Defining Article:** [WOWEDFactor –Key to Business Differentiation](#)
- **Pertinent Link:** [WOWEDFactor Programs](#)
- **Topic:** Differentiation of Products and Services
 - The only two things your customers are really buying
 - Difference between conformance and *relative perceived quality* and why most companies don't understand the difference
 - Five ways to immediately jump-start customer loyalty
- **Topic:** People Make the Difference and People Deliver the WOWEDFactor
 - Why everybody in the organization "sells"
 - People: the ultimate brand enhancer
 - Transaction or Interaction? What's the difference and bottom-line impact?
 - The WOWEDFactor has everything to do with Tom, Tyrone, Pete and Gladys who are a company
 - How each employee can deliver WOWEDSightings within their area
- **Topic:** How to Develop a WOWEDFactor Culture
 - Employee Engagement - are you there?
 - Do your employees have a piece of the rock?
 - Three ways to further engage now
- **Topic:** WOWEDFactor + Ethical Selling System = Proven Business Development Tool
 - Strategies and methods: applying business development model to every industry
- **Program:** Establishing WOWEDAMERICA Employee Recognition System

enthusiastic and energetic presenter and your unique approach to stimulate classroom participation is commendable. Your demeanor is strictly professional and your structured presentation will prove to be an asset to any organization seeking enlightenment in the area of quality management.

Program: Ethical Selling System (aka NoHardSell System)

[Society for Marketing Professional Services - Carie A. Dunn, Chapter President](#) Please accept this letter as a follow up to the presentation you made for the St. Louis Chapter. Your topic, *Differentiate or Diminish: Practical Value Added Strategies in the Challenging Economy*, was particularly well received. The following points you made really hit home with our members (marketers in the AEC [architecture, engineering & construction] industry):

- How delivering your "EthicalFactorSM" (components of which are Trust, Credibility and Partnership) at crucial interactions is a vehicle to drive all three key business development objectives: (1) Retain existing clients and create promoters; (2) Provide more products/services to existing clients; as well as (3) obtain new clients.
- The difference between "Satisfied" and "Completely Satisfied" clients and the financial impact of having the latter.

Your presentation was fast-paced and engaging. Your overall rating as a speaker ranked 4.62 on five-point scale. The following are some comments received from members:

- "The presenter information was VERY informative"
- "Speaker was very dynamic"

[Stone Carlie & Company - Mark Carlie, CPA, Member](#) I want to take this opportunity to comment on the consulting services you've provided to Stone Carlie and their resulting impact. Give the results, this letter is a pleasure to write. We engaged your services beginning in 2006 as a Marketing Strategist, with the designated goal of transitioning our tag line, "Going Beyond the Numbers," into our differentiator. We believed, as you do, that our competitive advantage opportunities had much more to do with our ability to deliver your "EthicalFactor" components (trust, credibility and partnership) at crucial client interactions, than merely with our ability to deliver excellent compliance work. The following are some highlights of your involvement:

- Developed a Client Commitment delivery plan with our different departments.
- Conceptualized and facilitated opportunities for us to deliver "in-person impression power," which resulted in clients and prospects perceiving the value of our Client Commitment. While the specific dollars resulting from these "in-person impression power" opportunities is proprietary, suffice it to say it significantly impacted all three of our marketing objectives to: keep what we have; secure more services from existing clients



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- **Defining Article:** [Pullingahead of the Competition – Developing and Selling Your Competitive Advantage](#)
- **Pertinent Link:** [Differentiate or Attenuate Program](#)
- **Topic:** Pullingahead of the Competition - Developing and Selling Your Competitive Advantage
 - Determining Unique Selling Proposition
 - How to de-commoditize any product/service
 - How to differentiate/de-commoditize any business in two months
- **Topic:** Differentiate or Diminish?
 - Why doing nothing is the fast track to losing market share
 - The difference between having “satisfied” vs. “very satisfied” customers/clients
- **Topic:** Discerning/Delivering Crucial Touch Points
 - How to determine which crucial touch points most impact service image
 - How to perform a touch-point audit, evaluating the relative weight of each point



- **Pertinent Link:** SellingProfessionalServices.com
- **Topic:** Ethical Selling System = using “integrity based” strategies and methods to develop new business
- **Topic:** Applying strategies and methods to ensure you have “very satisfied” customers/clients, who stay as customers/clients, who buy more and who are responsible for 80-90 percent of referrals

and secure new client relationships.

- Worked with me personally in transitioning a marketing niche into a business unit.

In sum, I see you as a trusted resource. Our objective is to be perceived as the best value provider. Your guidance has helped us to make significant inroads in this direction. If I can be a reference for you and your EthicalFactor differentiation system, it would be my pleasure to do so.

AT&T - Dan Herbst, Area Manager Illinois *I wanted to convey to you my thanks and appreciation for the outstanding job you have done in the Illinois area of General Business Systems. The training program you developed and presented to 130 of my technicians and managers played an important role in our dynamic improvement in selling maintenance contracts to our out of warranty customers. Although the numbers are proprietary, I can assure you that our improved financial results paid your reasonable fees many times over. Perhaps what impressed me the most is your desire to make certain that we have achieved our expected results.*

Missouri Eagle (Anheuser-Busch Distributor) - Mike Shilharvey, Director of Sales *I have been looking for a better way to communicate the value added that our products and services bring to our customers without being heavy-handed. At the same time I want to build their trust and confidence when dealing with our sales team. Your system was right on target with helping achieve these goals. I would highly recommend the "NoHardSell System" to any and all who would like to pull ahead of the competition and take their sales team to another level.*

Generic

3M - Tim Kenney, Merchandise Manager *Should you wish to use this letter as an endorsement, I'm pleased to offer it as such. I'm pleased to tell others how we brought you in to be an educational/motivational speaker for a series of retailer meetings we held, coast-to-coast, to promote Scotchgard Stain Release for nylon carpet. Your quick grasp of the product, your sincere and expressed enthusiasm, your professional delivery and manner of presentation, all were factors in making the meetings the success that they were.*