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Rick Barrera

Introduction

Introduction: Overpromise and Overdeliver

How can we build a world class brand **faster** than our competitors while **decreasing** our marketing investment?

It's easy says our next speaker...

Just Overpromise AND Overdeliver!

Yes, you heard me correctly.

Rick Barrera says that **Overpromising and Overdelivering** is exactly what Apple, American Express, Amazon, Minute Clinic, Lexus, Starbucks and Google are doing to lead their industries in growth, profits and customer satisfaction.

Rick is a marketing expert and author of "Non-Manipulative Selling," "Collaborative Selling," and "The Dollars and Sense of Exceptional Service Delivery." His newest book, **Overpromise AND Overdeliver**, published by Penguin, has made both the Wall Street Journal and Business Week best seller lists.

Each year he works with leading organizations such as Ameriprise, Intel, Lexus, JD Edwards, Harley-Davidson, General Electric, Hewlett Packard and others helping them to reach new levels of excellence.

Ladies and Gentlemen, PLEASE WELCOME, from San Diego, CA, consultant and author, Rick Barrera.