

THE ARCHITECT OF EXPONENTIAL GROWTH™



“The most practical business building advice that I’ve heard from a speaker in my 30 year career.”

FRANK PRATER
Bank President, New York

RUSS HOLDER

Author | Strategist | Consultant

SPEAKER

If your audience is hungry for cutting-edge and original business-building information, then you need Russ Holder at your next event. Through highly engaging keynotes, workshops and breakouts, take your audience on a transformational journey that will forever change the way they think about growing their businesses.

MEDIA THAT HAS FEATURED RUSS'S WORK

WALL STREET
JOURNAL

Bloomberg
Businessweek

CNN

FOX
NEWS
channel

BUSINESS
INSIDER

CEOWORLD Magazine

NBC NEWS

Imagine achieving faster, sustainable growth of your business while gaining more certainty about your future. A leading voice in creating and accelerating growth, Russ's unique perspective and fun stories are based on twenty years of “in the trenches” experience, market trends and conditions, organized research, straightforward principles and simple math. The result: your audience will take home practical strategies and actionable ideas that they can immediately put to work in their organizations to drive exponential growth for years to come.

IDEAL AUDIENCES

Trade shows and trade associations, groups of entrepreneurs and executives of fast-moving and forward-thinking companies, and sales and marketing professionals.

PRESENTATIONS THAT GROW BUSINESSES

The “ART” of Strategic Growth

- Efficiently grow sales, profit and company value by discovering your “strategic sweet spot.”
- Replace tactical thinking with a strategic mindset constantly focused on achieving your goals.

Zeroing In Your Sales Strategy

- Develop strategic planning skills that make your team more effective at achieving your organization's sales goals.
- Gain greater control over the entire sales process while increasing closing ratios and improving account penetration.

Constant Forward Progress

- Use continuous improvement principles from LEAN and Six Sigma to accelerate revenue growth.
- Discover how 1% improvements to the Nine Growth Drivers can increase annual profit by 30-50%.

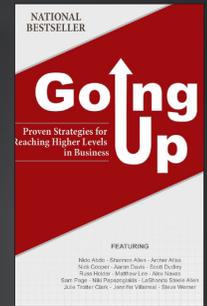
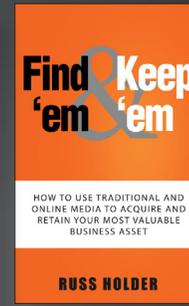
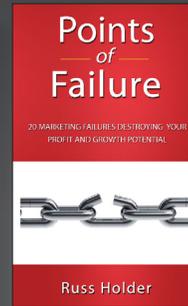
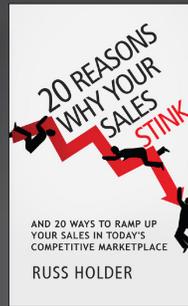
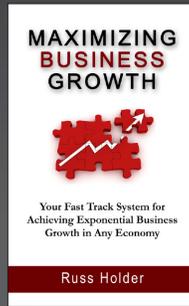
Equity Evolution

- Strategically make your business more attractive to potential investors.
- Create a two-year plan that can triple the equity value and sales price of your business.

All presentations are available in 30, 60 & 90 minute keynotes, and half-day and full-day workshops.

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Russ is a bestselling author in the categories of strategic planning, marketing and entrepreneurship.



LEARN MORE

About Russ Holder

Russ is a consultant, author, and business growth specialist whose presentations consistently deliver extreme value for associations, executives, and entrepreneurs.

Combining over 20 years of consulting experience with on-going original research into best practices in strategic business development, Russ's presentations all have the same goal: to give audience members practical tools to accelerate growth in sales, profit, and company value.

His intellectual property includes the ART of Exponential Growth Model[®], Strategic Growth Pyramid[™], Equity Evolution Model[™], Sales Elevation Wheel[™], and the TriFecta of Strategic Growth[™]. These proprietary models have been tested, re-tested and proven effective with over 230 consulting clients in 40-plus industries and categories.

Through his consulting programs, Russ works with business leaders to design, execute, and optimize their business development efforts to achieve greater growth results. For more information visit www.RussHolder.com.

CALL TODAY: **(864) 501-4095**

EMAIL: **Russ@RussHolder.com**

ONLINE: **www.RussHolder.com**

ENGAGE RUSS FOR YOUR NEXT EVENT!

THE AUDIENCE SPEAKS

“WOW! Thanks for speaking to our group and delivering a powerful professional message about growing your business. From our seasoned professionals to our budding entrepreneurs, everyone in attendance enjoyed themselves and learned valuable tips and tools.”

Darrell Ourso, President, Tipmasters

“The information Russ presented wasn't typical marketing fluff. It was high-quality information that my audience could actually apply and use in their businesses.”

Howell Chiasson, Chairman
Assumption Parrish Chamber of Commerce

“Russ's talk was marketing strategy with an 'outside the box' approach, providing many unique angles for using marketing to increase sales and profit.”

Cynthia Hoffpauir, President
Jefferson Davis Business Alliance

“I liked the real-life examples and how he made the presentation interactive to further understanding of his concepts and tools, several of which I can begin implementing right away for my business.”

Cliff Ourso, State Farm

“As a CPA, I don't recommend just anyone for business advice, but over the five years I've known Russ, I've found his approach to be practical, highly effective, and always focused on producing results and a high ROI.”

Larry Weinstein, CPA

“Russ is a wonderful professional with fantastic skills in marketing, business development and consulting. In the training project we developed together, our clients couldn't get enough of the information and tips that he provided. He receives my highest recommendation.”

Cathy Denison-Robert, PhD, Executive Director
Business Disaster Case Management