

# Speaking Testimonials

## Jeff Beals

“Jeff Beals has presented four different topics at five of our internal events in 2016. At each event, the audience of commercial real estate principals and agents was completely engaged and motivated the entire time. Jeff facilitates his training sessions in such a way that each member of the audience was able to relate and understand how to apply it every day in the field. Jeff is brilliant, and we have hired him to continue speaking at our events in 2017!” – **Lindsay Fierro, Senior Vice President, NAI Global, New York, NY**

“The toughest spot at any conference is the ‘closer’ – the last speaker before you adjourn and head back to reality. That key slot at our annual conference fell to Jeff Beals. And to no surprise...Jeff nailed it! His presentation on *How to Succeed in a Brutally Competitive Environment* was perfectly paced, humorous and full of great content.”

- **Dave Kilby, President, Western Association of Chamber Executives, Sacramento, CA**

“Our corporate partnership team had great takeaways regarding how to network smarter while also understanding the importance of our personal brand to current and prospective partners. Jeff does a great job weaving in real-world examples and how you can apply his teachings to growing your business and building long-term partnerships.”

- **Jason Booker, Senior Director of Corporate Sponsorships, Kansas City Royals, Kansas City, MO**

“Jeff is sure to deliver an engaging and motivating speech! He cleverly ties together his stories and makes the speech end with a punch. Being the closing speaker is tough, but he stepped-up to the challenge and hit a home-run. Due to the high ratings and overwhelming response to re-watch his speech, we are planning on using his video during our NextGen watch party.”

- **Megan Dotson, Senior Client Success Consultant & Event Director, GovLoop, Washington, DC**

“Thanks so much for presenting on *How to Sell in a Brutally Competitive Environment* at our annual Lender's Retreat. Your presentation was energetic, informative, and thought provoking. You have a unique ability to connect to your audience; you were truly engaging. Our team liked your story-telling approach; it made the message relatable to each one of us. Your added humor made the message very entertaining. I have enjoyed listening to everyone's different takeaways. You know it's a good presentation when people are talking about it days later”

- **Samantha Mosser, Regional President, Union Bank & Trust, Omaha, NE**

“Jeff spoke at our Minneapolis IFMA chapter in December. His presentation on self-branding was outstanding and our membership was very impressed with Jeff's knowledge and insight. Not only was the presentation educational, it was a heck of a lot of fun. Jeff's stories are hilarious and we all had a great time learning how to advance our careers! Our survey results after the meeting had 90% of the respondents marking the program as "excellent" with the other 10% as good. It was our best-scoring program in years!”

- **Wayne Teig, Board Member, International Facilities Management Association, Minneapolis, MN**

“You brought great value to our event. The workshop was a huge experience for our attendees by giving them the opportunity to improve their work in the critical environment in which we are living today. Your talent as a speaker and your qualities as a person made the difference during your time with us. I would certainly recommend you to anyone who asks.”

- **Ana Paula Costa, Educational Planner, Febracorp, Sao Paulo, Brazil**

"Jeff found himself delivering a workshop to entrepreneurial women who are passionate about their missions and big visions. Jeff is amazing! He brought to our workshop his passion, commitment and skill and taught us exactly how to become our individual brands. He worked with our small group and delivered a home-run message that inspired each participant to immediately take action on the simple steps he outlined and taught to us in our workshop."

**- Dr. Jan VanBlarcum, Owner, Creative Tutors 4 Kids International, Inc., Dallas, TX**

"A couple of my Dean's Fellows recently said your presentation two years ago about building your personal brand was their best experience at Creighton."

**- Dr. Anthony R. Hendrickson, Dean, Heider College of Business, Creighton University**

"My personal thanks to you for yesterday. You were a HIT! I know I speak for all there that we learned, we laughed and we really appreciated the time and effort you put into making our Sales Event one of the best ever. Thanks and I look forward to working with you again."

**- Steve Narans, Corporate Director Training & Development, Global Industries, Grand Island, NE**

"Jeff Beals presented a workshop for our Chamber based on his book *Self Marketing Power*. We had a sold-out room with a waiting list and numerous requests from attendees to present the program again so others from their offices could attend. And we made money on the event! Jeff is an awesome speaker with a hot subject. He energized our members and gave them numerous ideas to help them do more business."

**- Bridget Lynch, Director of Member Services, Greater Omaha (NE) Chamber of Commerce**

"Jeff Beals was our featured speaker and Master of Ceremonies at our Annual Sales Award Gala. Having a sports theme, his book, *Selling Saturdays*, fit perfectly our theme of 'Expect to Win.' Jeff brings good energy and passion to sales through well-developed analogies. He was easy to work with, willing to customize for our needs and brought his own ideas to improve our event. I look forward to working with Jeff again."

**- Heather Hain, Director of Sales Growth Enablement, TSYS Merchant Solutions, Columbus, GA**

"We had the pleasure of having Jeff Beals speak at our Annual Roll-Out meeting this July. Jeff and Joni took the time to meet prior to the meeting date to learn more about our company and what message we wanted conveyed. Jeff's presentation emphasizing using stories to convey your message was just what we had hoped for! He personalized his talk around our theme, "Implement, Innovate & Inspire." Jeff has "Walked the Talk" and has a great message to share."

**- Steve Pike, Head of Sales & Marketing, Rob-See-Co, Elkhorn, NE**

"Having read Jeff's book, *Self Marketing Power*, I contacted him to speak at our Small Business Leaders Breakfast. Jeff talked to our small business leaders and explained how they can promote themselves as well as their businesses without being pushy. Several of our members have requested that we have Jeff come back for a longer session, so he can share more of his strategies on how to "Self Market" themselves and their business. If you have never had the opportunity to hear Jeff speak, do it now! He is truly motivational!"

**- Stacy B. Gaskins, Member Services Director, Greenville-Pitt (NC) Chamber of Commerce**

"Jeff Beals' self marketing speech was informative as well as humorous. He kept students engaged, and they asked interesting questions. Many of them stayed after the speech to talk more with Jeff. I would recommend Jeff Beals as a speaker to any group of college students."

**- Julie Slepner, Eckerd College, St. Petersburg, FL**

“As the keynote speaker at our annual meeting, Jeff Beals held our franchise owners’ interest and inspired them to take their business to the next level. Learning to market themselves as ‘a brand of one’ was the perfect message for them to take back home and include in their marketing plans.”

- **Roland Bates, President, National Property Inspections, Inc., Omaha, NE**

"I hired Jeff to speak to our Hampton Roads American Marketing Association group. Jeff was a great speaker and was so easy to work with. I am still getting positive comments about his speech on Self Branding - I have been told by several people that he was the best speaker our group has ever had!"

- **Cindy Hagemann, Hampton Roads American Marketing Association, Norfolk, VA**

"As Independent Contractors our agency force was able to take a lot of valuable information from the presentation Jeff gave at our Annual Agents Meeting. His presentation is both informative and very entertaining. He interjects some good old fashioned humor into a very well done presentation on the importance of becoming a "celebrity" inside your sphere of interest. He also promotes the concepts of entrepreneurship and branding in a world where this is often the difference between success and failure."

- **Richard Duryea, Regional Sales Vice President, Farm Bureau Financial Services, Inc., West Des Moines, IA**

“Mr. Beals' presentation to our 2008 Class of Emerging Leaders was fantastic! His speaking style and delivery set a great pace for the day. The title and content of his book were very energizing to this young group of future business leaders. He provides very timely and thought provoking guidance to any leader in any industry. I would highly recommend Mr. Beals as an engaging speaker.”

- **Larry A. Johnson, President, Nebraska Trucking Association, Lincoln, NE**

“Jeff Beals never disappoints with his spot-on examples of being the best you can be in your business. Our local Builders & Remodelers Association found his presentation, *Selling Saturdays* an encouraging and uplifting way to be a better sales person. If you can have the passion to work hard, your business can thrive by thinking outside the box. The members were able to relate sales struggles to football which allowed them to see selling in a whole new light.”

- **Julie Awkerman, Quad Cities Builders & Remodelers Association, Davenport, IA**

"People at Midwest Labs could not stop talking about Jeff Beals' presentations. Some of the field reps suggested that you be a speaker at our next conference. Many people commented how the hour went so fast and how you kept their attention during both presentations. Everyone felt your message of personal branding and humility when meeting with clients was much needed. Thanks again for spending time with our employees."

- **Brent Pohlman, Marketing Director, Midwest Laboratories, Inc.**

“Jeff Beals was the keynote speaker at Arbor Bank’s 2014 company-wide strategic planning meeting. His presentation was engaging, highly relational, and filled with insightful humor. The entire staff went back to work with a good laugh and a new outlook on how their individual brands are integral to our corporate branding efforts and a big part of Arbor Bank’s ultimate success.”

- **Steve Mitchell, President, Arbor Bank, Omaha, NE**

“On behalf of the U.S. Army Corps of Engineers, I would like to thank you for speaking to us in Denver, Colorado during our Resident Engineers Conference. We found your presentation to be interesting, informative and entertaining. Of particular interest was how individuals can market themselves while still promoting the U.S. Army Corps of Engineers. You were a very important part of our conference!”

- **Robert J. Michaels, P.E., Chief, Construction Division, U.S. Army Corps of Engineers**

"I'm in Phoenix and had breakfast earlier this morning with our semi-retired sales representative who is doing some continued work for us down here. He attended your sales meeting last week and told me that in 43 years of selling, you were the best he had heard. Thanks for a great experience."

**- Drew Vogel, President & CEO, Diamond Vogel Paints, Orange City, IA**

"If you are considering hiring Jeff, I will only say this: do it now. His ability to connect with an audience and explain the importance of telling the story of a product, a company, and a personal brand, is nothing short of extraordinary. I think the true litmus of any great speaker is authenticity. And when authenticity is coupled with an incredibly high amount of energy, humor, and engagement – you get Jeff. Many speakers can make an audience feel as if their current sales style is out of date, or irrelevant. Or worse yet, leave them feeling completely defeated. Not Jeff. He builds upon their current strengths to help them close deals. I would highly recommend him to anyone who needs a speaker attendees will talk about for a long time to come."

**- Alison Cody, Executive Director, Manufacturers' Agents Association for the Foodservice Industry, Atlanta, GA**

The Kansas City Chapter of Meeting Professionals International (KCMPI) recently had the pleasure of hearing Jeff Beals present the keynote address – *"Self Marketing Power: Branding Yourself as a Business of One"* – at our Professional Education Conference in April. The topic was remarkably pertinent to the busy meeting professional and Jeff hit it out of the park by sharing a combination of real market strategies and anecdotal life experiences. He rallied the crowd with his dynamic speaking style and the effortless way he tailored the subject to his audience. We couldn't have asked for a better way to kick-off our conference! Jeff also presented an additional education session – *"How to Market & Sell in Brutally Competitive Environments"* – which was equally well received and valuable to both meeting planners and suppliers alike.

**- Shari B. Hockenbery, CMP, Program Specialist, Francis Family Foundation, Kansas City, MO**