

James Lorenzen

High Energy • High Content

ENTREPRENEUR

INTERNATIONAL CONSULTANT

**A SPEAKER
WITH
EXPERIENCE**

Corporate

- Cap Cities ABC
- City of Los Angeles
- Classified Gazette
- Creditors Multi-Systems, Inc.
- Flying Tigers Airlines
- Foster Grant
- Goleta Valley News
- Graphic Controls
- Greensheet Shopper
- H.R. Textron
- Hearst Newspapers
- Highlander Publications
- Hobie Cat
- Independence Bank
- Knight-Ridder Corp.
- Los Angeles Daily News
- McDonnell-Douglas
- National Credit Services
- Orlando Sentinel
- Pacific Coast Regional
- S.G. Publications
- Saddleback News
- San Francisco Newspaper Agency
- Silent Radio
- Startel, Inc.
- Union Ice
- Val-Pak
- Wickstrom Broadcasting Corp.

Associations and Sponsors

- Alberta Weekly Newspaper Association
- American Collectors Association
- Arizona Newspaper Association
- Baldwin, Wisconsin Chamber of Commerce
- California Newspaper Advertising Executives Association
- California State University, Northridge
- College of the Canyons
- East Bay Advertising Club, Oakland, California
- Florida Advertising Publishers Association
- Free Community Papers of New York
- Greater Ventura, California Chamber of Commerce
- Houston, Texas, Chamber of Commerce
- Independent Free Papers of America
- Insulation Contractors Association
- Los Angeles Daily News
- Manufacturers' Reps of America
- National Association of Music Merchants
- National Association of Advertising Publishers
- National Association of General Merchandising Representatives
- National Management Association
- National Newspaper Association
- National Newspaper Association
- New York State Advertising Council
- New York State Advertising Publishers Council
- North Dakota Newspaper Association
- Ontario Community Newspaper Association
- Pacific Northwest Advertising Executives Association
- Pacific Northwest Newspaper Association
- Pennsylvania Advertising Publishers Association
- Prescott, Wisconsin, Chamber of Commerce
- Texas Community Newspaper Association
- Visalia, California Chamber of Commerce
- Westlake, California Chamber of Commerce

Real World Experience

James Lorenzen loves to talk about America

He returned from Vietnam broke and unemployed, yet in less than ten years he had become a championship-level sales producer, subsequently moving into senior management and later went on to start, build, and later sell five successful companies.

James Lorenzen's background includes commercial and consumer finance, broadcasting, print publishing, advertising, and financial consulting. This unique combination of experience translates into in-depth real-world sessions.

A Real Record in Sales

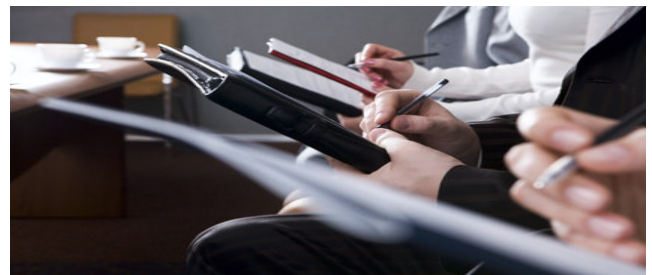
As print advertising sales representative,

- **Jim never sold a one-time ad!** All of his sales were campaigns of 13 consecutive weeks or longer.
- **He sold 22 campaigns in 22 working days.**
- **He sold 52 campaigns over a 29-week period—80% of the campaigns sold on annual agreements**
- **He never carried receivables** on any campaign he sold.
- **He received all cash** in front for the entire year at the point of sale 5 times!



Jim has headlined more than 500 conventions worldwide and articles by or about James Lorenzen have appeared in *Sales & Marketing Management* magazine, *The American Marketing Association's Marketing News*, *Master Salesmanship*, *Personal Selling Power*, *California Publisher*, *Sales Agency magazine*, *Manage*, and scores of others. He's also been featured on *Nightingale-Conant's Sound Selling* and on over 19,000 flights on *American Airlines' Sky Radio*.

A High-Content and High-Energy Experience Your Attendees Won't Forget!



Check James Lorenzen's Availability: Call 805.265.5418



Speaking From Experience

James Lorenzen knows what it's like to meet a payroll, grow a company, and manage for profitability.

His programs are grounded in the 'real world' and they come from real business experience.

His top-level experience as an entrepreneur, CEO, publisher, and corporate manager, combined with his later ex-

perience in communications, financial services, and international consulting creates a unique mix that benefits his clients today.

Jim founded, built and sold five successful companies before the mid-1980s and since then has gone on to build other businesses and speak to audiences throughout the United States, Canada, and the U.K.

Today, he is the CEO of Gardner Hathaway, LLC, an international consulting firm specializing in sales and management systems for high performance.



"In every sale, the contract signing is only a formality! Commitment happens long before the signing takes place."

"If you're spending your time answering objections late in the process, you've done something VERY wrong much earlier."

"A sound sales strategy is based on how people buy. If you can't diagnose where the buyer is in the sales process, you'll NEVER know what to do."

"Do you have a core philosophy? If not, how can you become committed? If you're not committed, how can you succeed?"

"There are no secrets to success... only systems for achieving it."

"Decisions are made in the brain. Commitment comes from the heart. They won't make a decision to buy until they've made a commitment to succeed."

An International Track-Record

James Lorenzen has conducted sessions for more than 10,000 salespeople, executives and managers for organizations and companies throughout the United States, Canada, and the U.K.

Program sponsors have included Hearst Corp., Foster Grant, Hobie Cat, Dial One, Val-Pak, H.R. Textron, Cap-Cities ABC, The

City of Los Angeles and scores of others.

80% of Jim's appearances were referrals or repeat appearances.



"Imagine your company as a rowboat with your employees on board. Some contribute to progress. Some contribute to weight. A few may even be rowing in the wrong direction, contributing to failure."

"Just because they appear to be facing the same direction, don't assume they're all doing the same thing!"

James Lorenzen's Topics

Sales

- **In-Synch Selling—James Lorenzen's System for Success**
- **How To Make The Major Account Sale**

Management

- **How To Develop a High Performance Strategy**
- **Managing To Win: How To Create a High Performance Organization**

Keynotes

- **The Power of Commitment!** (newest of several)

Merchants

- **How To Create Small Business Advertising Strategy That Works!**

Call for James Lorenzen's Availability: 805.265.5418