

Larry Mersereau



Smart business leaders (and leaders-to-be), entrepreneurs and sales professionals know who to turn to for the real-world insights, information and ideas they need to move forward in these challenging times: Larry Mersereau, CTC. Niche'd as a business growth expert, he has authored four books, including "STAND OUT! (Differentiate or Disappear)", "Shoestring Marketing", "Post Card POWER" and "How to Create POWERFUL Ads and Promo Pieces". Your people will have a good time with Larry, but more importantly: they'll take home simple, doable and effective strategies and tactics they can use immediately to grow their organizations.

A nationally-known business growth and growth leadership expert, Larry has worked with the likes of American Express, Wellpoint Health Networks, Inc. Magazine, Merrill Lynch, Million Dollar Roundtable, Best Western International and Yamaha Motorsports plus hundreds of other corporations, and national and state associations. Content-rich motivational keynote or nuts-and-bolts breakout/workshop, you can count on Larry to deliver a solid return on your speaker investment.

Corporations in a broad range of industries hire Larry to help both their own leaders (and leaders-to-be), plus their channel partners or franchisees grow their sales and move their teams to business growth and market superiority (always with a dose of brand bonding thrown in for good measure).

Associations whose members are responsible for their organizations' sales and marketing regularly call on Larry to keynote their conventions and leadership conferences. Often, a more in-depth breakout session, seminar or workshop follows. Your members want to grow their organizations, and Larry Mersereau's presentations are all designed to help them make it happen.