



Press Kit

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Why You Want to Talk to Ron

Subject Matter Expert on Small Business Mastery

Ron can make your life easier by being a resource to answer questions you have about small business (<\$10M in revenues.) Ron is called The Small Business Success Expert by his clients because of his passion for their success and his knowledge of business. Ron is passionate about making a difference in people's lives by helping them to achieve their business and personal goals and dreams.

As a Certified Knowledge Manager and business-technology consultant, who has business and technology experience spanning two decades, he brings a blue-chip background from global companies such as Xerox, Unisys, GenCorp/Omnova, Xerox Connect and Wang. Between 1982 and 2001, Finklestein held various technical and executive positions including: Divisional IT Manager, Financial Manager, Manager of Document Imaging and Workflow, Business Process Analyst, and Technical Sales. In addition to being a Certified Knowledge Manager, he is also a Certified Document Imaging Architect and was profiled in the 2000 edition of ***Who's Who in Information Technology***.

Ron has experience in working with businesses across a wide range of industries:

- Manufacturing
- Banking
- Government
- Healthcare
- Outsourced Services
- Technology Industries
- Insurance
- Finance

He has worked on almost every aspect of business from information technology to marketing, leadership to sales, allowing him to offer practical and proven ideas and strategies to improve any business. Finklestein knows and understands that all successful people exhibit nine behaviors and he has build products to help implement these behaviors in businesses of all sizes. Because of the depth and breadth of Ron's experience, he can quickly and decisively see and identify business and personal challenges, identify innovative solutions and create opportunities out of most any problem.

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Top 7 Questions You Need Answers For

1. Why do so many small businesses fail?
 - Lack of a well-developed business plan
 - Not pricing properly
 - Being overly optimistic – sales, money
 - **Not recognizing, or ignoring, what they don't do well and not seeking help from those who do**
 - Ineffective prioritization
 - Denying problems exist
 - Minimizing the importance of marketing
 - Insufficient business experience

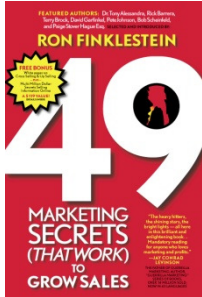
2. What are the business owner's biggest weaknesses?
 - Not managing change effectively
 - The rapid pace of change
 - Lack of focus and clarity
 - Working in the business and not on the business
 - No one to hold them accountable
 - Lack of sales experience
 - Lack of marketing experience
 - Lack of management experience
 - Lack of knowledge
 - Not asking for help in areas where they lack knowledge or experience
 - Overly optimistic on revenues and expenses

3. What is the top business issues business owners are dealing with today (in no particular order)?
 - Strengthening customer relationships
 - Finding Good People
 - Minimizing taxes
 - Growing the business
 - Keeping pace with technology
 - Managing cash flow
 - Current business climate
 - Creating & executing strategy
 - Retirement & business succession planning
 - Finding expansion capital

4. What prevents them from seeking help?
 - Lack of money
 - Don't know who to trust

- Lack of time
 - Don't know where to turn
 - Fear / Shame that they had ask for help
5. Who are starting businesses today?
- People who have been "right sized" out of a job
 - People who are afraid for their job
 - People who want financial security
 - People who cannot find a job
 - People who want some control over their situation
6. What kinds of businesses are they starting?
- Buying franchises
 - Home based businesses
 - Internet Businesses
 - Network marketing opportunities
7. What problems are they facing?
- Lack of money
 - Lack of knowledge
 - Lack of skills

Ron Finklestein's Credentials



49 Marketing Secrets (THAT WORK) to Grow Sales

What others have said about...

“The heavy hitters, the shining stars, the bright lights -- they're all here for you in this brilliant and enlightening book. It should be mandatory reading for anyone who loves marketing and profits.”

Jay Conrad Levinson, Author, The Father of Guerrilla Marketing, Author, "Guerrilla Marketing" series of books with over 14 million sold; now in 43 languages.

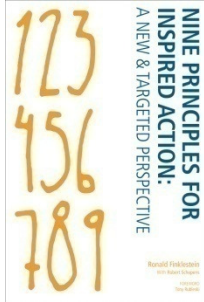
49 Marketing Secrets is a practical guide containing expert marketing advice from specialists who have succeeded in developing profitable businesses.

This is the perfect book for small business owners who are looking to jumpstart their stagnating profits. If you have trouble understanding how marketing will help you grow your business – you have come to the right spot.

- 49 Marketing Secrets (THAT WORK) contains:
- 9 Thinking to Win Marketing Strategies
- 8 Branding and Corporate Image Strategies
- 6 Media Strategies
- 3 Networking Strategies
- 9 Technology-Based Marketing Strategies
- 6 Event Strategies
- 8 Sales Strategies

“Wow. A wealth of info that only a fool would ignore.” **Robert Schepens**, President & CEO, Champion Staffing

To purchase this book (\$19.95), go to your favorite online book store or contact Ron Finklestein for more details. He can be reached at [330-990-0788/ron@akris.net](tel:330-990-0788).



Nine Principles for Inspired Action: A New & Targeted Perspective

What others have said...

“Amazing! This book is the result of studying over 500 successful business owners. It’s amazing how they all exhibit the same behaviors. Best of all, this book documents these behaviors in nine principles you can use to super-charge your business and your life!”

Jason Oman, Creator & #1 Best Selling co-Author of Conversations with Millionaires

Nine Principles for Inspired Action: A New & Targeted Perspective resulted from four years of research with 500 successful small business owners (startups through \$50M in revenues).

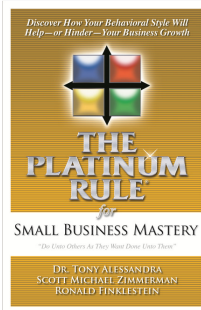
The research indicated successful business owners implemented these nine principles in their business and this implementation (in many cases) was not done consciously.

Through years of trial and error these business owners discovered what worked and built their business using these principles.

The Nine Principles are:

- Intelligent self-interest (Getting selfish, selfishness is good)
- Ownership (I created this I can change this)
- Results (Identifying what works)
- People (Our success comes through others)
- Persistence (Learning to fail forward)
- Focus (Just two questions)
- Discipline (Creating success habits)
- Ideas (Just a few)
- A New Definition of Success

To purchase this book (\$14.95), go to your favorite online book store or contact Ron Finklestein for more details. He can be reached at [330-990-0788](tel:330-990-0788)/ron@akris.net.



The Platinum Rule for Small Business Mastery

What others have said about The Platinum Rule...

“The ability to communicate effectively with others is the key to success and happiness. Tony Alessandra has [created] the most important, practical, and effective [concept] ever imagined.”

Brian Tracy, Author, Maximum Achievement

“What do Donald Trump, the Dalai Lama, Robin Williams, and Stephen Hawkins have in common?”

Actually, since you’re businessperson, that’s the wrong question. The question you should be asking yourself is this:

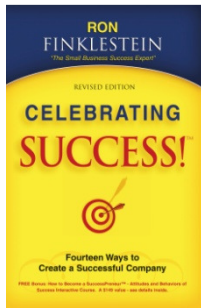
“If I were about to go into a meeting with Donald Trump, would I approach it the same way as I would a meeting with the Dalai Lama, Robin Williams, or Stephen Hawkins?”

If you answered “yes,” you (and your business) may be in for a heap of trouble. *But, do you know **why**?*

This book holds the answers – and shows you a better way—not just to conduct meetings or make sales calls—but to live your life. In this book some of the things you will learn:

- Your strength and weaknesses
- Common traits shared by successful leaders
- How creating a company culture can lead to success
- Why creating measurable, repeatable and predictable processes can save your company thousands of hours every year
- How to motivate, compliment, and counsel each employee in a way they will best receive it
- Market to your prospects the way they want to be marketed to

To purchase this book (\$19.95), go to your favorite online book store or contact Ron Finklestein for more details. He can be reached at [330-990-0788](tel:330-990-0788) or ron@akris.net.



Celebrating Success! Fourteen Ways to Create a Successful Company

What others have said about Celebrating Success...

“Celebrating Success! Fourteen Ways to Create a Successful Company, should be required reading for all business owners and managers. If more business people read this excellent book, there would be far fewer business failures, more satisfied customers and higher revenues and profits.”

Dr. Tony Alessandra, Author of People Smart and Charisma

Celebrating Success explores the people who take risks and face fears. It details business owners who ask hard questions, create a strategy and stick with it.

There are three primary actions successful companies exhibited:

- The business owner radiates a positive attitude and takes responsibility for the direction of the business.
- The business owner creates and implements a sound business strategy.
- The business owner exhibits the discipline to focus and stick with the strategy.

It may sound simple, but as you read through each case study, you’ll see the soul-searching tenacity required to implement the principles outlined in *Celebrating Success*.

The larger the company the more of the fourteen principles that were implemented.

To purchase this book (\$1.95), go to your favorite online book store or contact Ron Finklestein for more details. He can be reached at 330-990-0788/ron@akris.net.

Sample Newspapers/Websites Where Ron Has Been Quoted

Ron Finklestein has been interviewed and quoted in several newspapers from around the country. They include (a partial list):

Akron Beacon Journal
Chicago Tribune
South Florida Time: Miami
MSNBC.com
Entrepreneur.com
Small Business Trends
Numerous Blog, websites and podcast from around the country
Orange County Register

Sample Speaking Engagement

International Referral Network Keynote Address
Comfort Tech
Green Chamber
AMA – American Management Association
Cuyahoga Falls Chamber
Association of Women Accountants
Corporate College
Fred Pryor
Cleveland Bridge Builders
Tallmadge Chamber
Rotary
National Association of Remodelers (NARI)
Kiwanis
Council of Smaller Enterprises (COSE) Business Conference
MDBA - Multicultural Diversity Business Association
PMI - Project Management Institute
ASQ – American Association of Quality

Detailed Bio

Ron Finklestein
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“Small Business Success Expert” “Entrepreneur.” “Passionate” “Leader.” “Motivator.” “Get Results.” “Team Builder.” This is how business leaders and clients describe Ron.

After a successful consulting career, Ron has spent the past 8 years building his business AKRIS INC and helping entrepreneurs and business owners build their businesses by helping them solve the tough problems that hold them back.

Ron is called The Small Business Success Expert by his clients because of his passion for their success and his knowledge of business. Ron is passionate about making a difference in people’s lives by helping them to achieve their business and personal goals and dreams. Ron has experience in working with businesses across a wide range of industries:

- Manufacturing
- Banking
- Government
- Healthcare
- Outsourced Services
- Technology Industries
- Insurance
- Finance

He has worked on almost every aspect of business from information technology to marketing, leadership to sales, allowing him to offer practical and proven ideas and strategies to improve any business. Finklestein knows and understands that all successful people exhibit nine behaviors and he has build products to help implement these behaviors in businesses of all sizes. Because of the depth and breadth of Ron’s experience, he can quickly and decisively see and identify business and personal challenges, identify innovative solutions and create opportunities out of most any problem.

As a Certified Knowledge Manager and business-technology consultant, who has both business and technology experience spanning two decades, he brings a blue-chip background from global companies such as Xerox, Unisys, GenCorp/Omnova, Xerox Connect and Wang. Between 1982 and 2001, Finklestein held various technical and executive positions including: Divisional IT Manager, Financial Manager, Manager of Document Imaging and Workflow, Business Process Analyst, and Technical Sales. In addition to being a Certified Knowledge Manager, he is also a

Certified Document Imaging Architect and was profiled in the 2000 edition of ***Who's Who in Information Technology***.

Ron has owned his business since 2002, AKRIS INC. AKRIS INC focuses on helping grow and improve small businesses:

- Twenty-five years of Fortune 1000 consulting experience
- Author of *Celebrating Success! 14 Ways to Create a Successful Company*
- Creator of the book *49 Marketing Secrets (THAT WORK) to Grow Sales*
- Coauthor of *The Platinum Rule for Small Business Mastery*
- Author of *Nine Principles for Inspired Action: A New & Targeted Perspective*
- Owner of AKRIS INC, which provided business coaching and consulting services to business owners and entrepreneurs.
- Creator of The Entrepreneur's Advisory Board. This board allows business owners to learn from, grow and prosper by understanding that multiple minds are more effective in making effective decisions than any single mind.

Ron is well known in the business community for his leadership abilities, creativity, innovation and energy. Ron has an established reputation for building strong relationships and using those relationships to help others enhance their own personal and professional success. Ron is a frequent speaker and presenter on various business topics including *Building Businesses, Leadership, The Platinum Rule®*, *Attitudes and Behaviors of Success, Sales and Marketing, Entrepreneurship, Business Strategies and Business Mastery*. Ron is involved with numerous business, non-profit organizations and initiatives as part of his personal commitment to personal and professional growth and the growth of his clients.

Currently, Ron resides in Akron, Ohio where he is President of AKRIS INC. He spends his time consulting, coaching small business owners to greater success, writing and speaking about how to implement success strategies in business.

Over the years Ron has spoken to or for business groups, chambers of commerce, community groups, associations, in-house training programs, continuing education programs, seminars, lunch and learns, workshops, etc. Participants and attendees have described Ron as "energizing", "enthusiastic", "fun", "engaging", "motivational", "thoughtful", "informative", "inspiring", "effective", and "motivating." If you are interested in learning how Ron can help you in your business or to have Ron speak to your business, team, organization, association or group, contact him at (330) 990-0788 or ron@akris.net.

Brief Bio

Ronald Finklestein, helps business owners take inspired action that leads to successful results, is a results oriented business coach who guarantees at 100% ROI. Ron helps companies (startups to <\$10M revenues) create and implement business, sales and marketing strategies while helping business owners deal with the tough problems they deal with daily. Ron is a faculty member on ilearningglobal.tv, speaker, international author (four business books published), and trainer. Ron can be reached at 330-990-0788 / ron@akris.net. His website is www.rpfgroupinc.com

Make business resolutions

Take time to purge old files, set goals, redefine objectives

By Paula Schiels
Beacon Journal business writer

As New Year's Eve revelers prepared to usher in 2008, David Akers was content to be in his Garfield Heights office ushering 2007 out.

"I find that great mental clarity and freedom comes with purging your files at the end of an old year," said Akers, chief executive of Northeast Ohio Sourcing Office, a group purchasing service for local governments.

And in the process of sweeping the office of irrelevant and outdated material, Akers usually finds himself compiling a new to-do list.

"As you clear out cabinet space, you start identifying things that slipped through the cracks," he said.

Just as individuals use the promise of a new year to make changes in their personal lives, business owners and executives find it a perfect time to make resolutions.

"Successful business people go through a strategic planning process every year, and some do it in January," said Akron business coach Ron Finklestein.

Akers and Finklestein both belong to a small, informal group of business executives who have been meeting monthly for years, serving as each other's sounding boards.

Later this month, they will gather for a two-day goal-setting retreat.

"No cell phones, no

RESOLVE . . .

The new year is a great time for business owners to review the mistakes of the past year so they can be corrected in the next.

Akron business coach Ron Finklestein says he will share a list of common mistakes when he attends a retreat with company bosses this month.

Here is a summary of mistakes:



Finklestein

• LACK OF SELFISHNESS

Being selfish means asking, "How do I protect my time, energy and money, so I am only spending them on those things that will take me closer to my goals?"

This kind of intelligent self-interest allows you to make sure your precious resources are being spent only on activities that benefit you and your company.

• LACK OF OWNERSHIP

Taking ownership means making changes to move forward, changing behavior that is not working, and dealing with the world as it is – not as you want it to be.

This isn't the same as "being responsible." There are too many external influences for you to be responsible for everything that happens to you. Ownership is about deciding how you respond in a situation.

• NOT MEASURING RESULTS

You cannot manage results, but you can manage the behavior that leads to desired results. Results are always measured in the past. If you are not getting the results you want, change your behavior.

• NOT TREATING PEOPLE THE WAY THEY WANT TO BE TREATED

Many business owners do not take the time to understand people and how they want to be treated. Recognize that others contribute to your success, appreciate them for that contribution, and give credit where it is due.

Meanwhile, assume complete responsibility for things that are not working, realizing you hired the people, created the strategy or managed the process.

• LACK OF FOCUS

Many business owners chase all revenue

opportunities, even if they are not part of their core competency.

Focus on your desired outcome and ask if what you are doing is taking you closer to that goal.

If not, ask why you are doing it.

• LACK OF DISCIPLINE, LACK OF PERSISTENCE

Business life is not smooth, but keep your eye on the target. Successful people will find ways to overcome the obstacles.

• NOT TAKING ACTION

Correct things that are not working. If you do the same thing you've always done, you'll get the same result.

• TOO MANY IDEAS

People tend to focus on too many ideas. If you are not clear on your goal, the abundance of ideas will just get you farther off track.

Source: Ron Finklestein is president of AKRIS, a small-business coach and author.

BlackBerrys," Akers said.

Each will set long-term goals for themselves and their companies, then discuss ways to achieve them, Finklestein said.

"The retreat is to get really clear on what is important and

not get pulled in a thousand directions," Finklestein said.

But even business owners who don't have a support group should take time in January to learn from last year's lessons, Finklestein said.

"If what you did in 2007 wasn't working, you know you've got to do something different in 2008," he said.

Paula Schiels can be reached at 330-996-3741 or pschiels@thebeaconjournal.com.

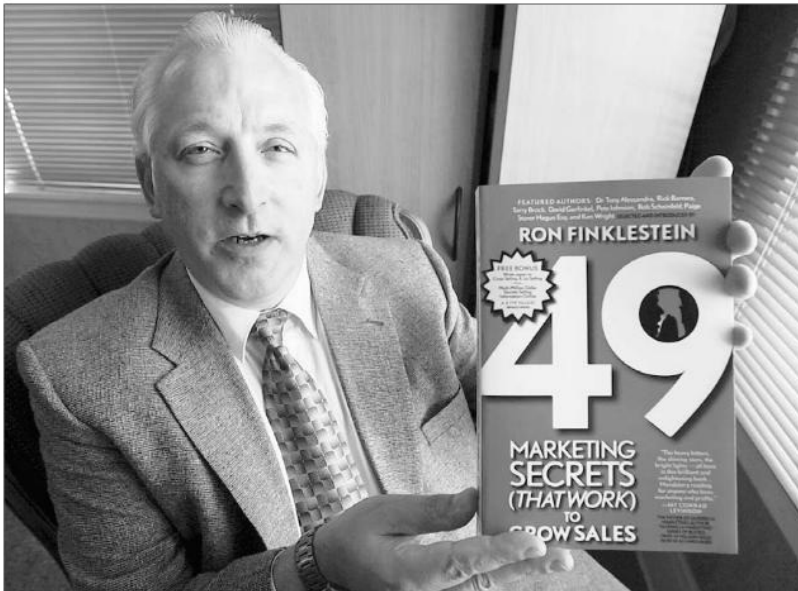
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Computing•Personal Finance•Consumer Issues•Workplace

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www.ohio.com/business

Akron man offers owners of small businesses safe, inexpensive way to learn from those with experience



AKR/3-CAS1070/Steve Rosen/Journal

Akron business coach Ron Finklestein includes local sources in his book compiling marketing advice from successful entrepreneurs around the country.

Marketing strategies compiled in book

By Paula Schiele
Beacon Journal business writer

Akron business coach Ron Finklestein asked successful business owners around the country to share marketing strategies that they used to grow their companies.

Now he's compiled their tips into a book: *49 Marketing Secrets (That Work) to Grow Sales*.

Marketing is a major challenge for most businesses, Finklestein said, but it doesn't have to be complicated, hard or expensive.

"Smaller business owners don't understand marketing, its importance or who to trust," he said.

"In creating this book I wanted to provide small-business owners with a safe and inexpensive way to learn about marketing from other business owners who have been there, done that," he said.

Noting that the book features a dozen local sources, he added: "I also wanted to help Akron by promoting successful people that few people know about."

The softcover book is available for \$19.95 through Amazon.com, BarnesandNoble.com, the Fairlawn Borders, or Finklestein's own Web site, <http://www.49marketingscrets.com>.

Finklestein is president of Akris LLC, a business coaching and consulting firm, and has authored other books.

Each contributor to his latest book was selected for the uniqueness of his or her marketing strategy, and the ability to implement that strategy immediately, Finklestein said.

Paula Schiele can be reached at 330-996-3741 or pschiele@thebeaconjournal.com.

Local businesses share marketing tips

Several Akron-area business owners contributed tips to the book *49 Marketing Secrets (That Work) to Grow Sales*. Here's a condensed version of some advice:

Network for referrals

Source: Laura Leggett and James Horryak, *B-to-B Connect*.

Top-producing salespeople rarely call cold because they focus every day on developing relationships that will generate business by referral.

The two cardinal rules of networking: Have the mindset of helping others, and don't try to sell.

At a networking function, look for people who target similar markets. Your first four questions should be: What does your firm do? What do you do for your firm? What is your target market? How long have you been with your firm?

If the person might be a mutually beneficial contact, exchange cards and say, "Maybe we should get together to see how we can help each other develop some business. When would be the best time to call?"

If they're not a good fit, politely excuse yourself.

Host 'Webinars'

Source: Don Philabaum, *Internet Association Corp.*
Find new customers by

hosting online seminars.

You can use them to demonstrate your product and explain to listeners/viewers how they would benefit. Or use your knowledge of the market to reach out to people through educational seminars.

Tips for Webinars:

- Keep your e-mail announcing the Webinar short.
- Focus on sharing knowledge.
- Offer a written report to attendees.
- Bring in industry experts.
- Record the sessions and post online.
- Know your conference software.
- Incorporate survey questions.

Hold a party

Source: Deborah Chaddock Brown, *AllWrite Ink*.

Plan a one-day event designed to bring curious potential customers in to explore your store.

But pay attention to the details. Have a clear objective, such as a grand opening, a year-end inventory clear-out, or a customer appreciation day.

Select an offer that will appeal to customers and inspire people to come visit you. Get your employees excited, perhaps offering them special commissions or

bonuses on that day.

Find a way for a couple of your vendors to participate. Have some kind of simple finger food available.

Stay informed

Source: John Blakeney, *Idea Firm*.

Business owners ignore daily news at their peril when they can become globally savvy in 10 minutes a day.

Call the Wall Street Journal at 800-568-7625 and sign up for a trial subscription. Reading it online is not as effective; your eyes can interpret 10 times more information in print.

Try this strategy for quickly determining whether there is anything relevant to your industry or your life:

Section A: Read *What's News*. On Page 2, scan headlines for an idea of pressing economic issues. On the opinion page, read the first and last paragraph of each editorial.

Section B (Market Place) and Section C (Money & Investing): Skim the headlines while asking yourself whether any of this is relevant to you or your industry. If not, move on. If yes, skim the story, then set it aside for more thorough reading on the weekend.

Be open to change

Source: Randy Geller.

Please see **Tips, C12**

What Successful Businesses Have in Common

These 14 traits show up again and again when examining the reasons behind business success.

By Ron Finklestein

Entrepreneur.com

Updated: 1:26 p.m. ET Feb. 27, 2006

How does a small company become successful? Despite the bad news we so often hear about the number of small businesses closing or moving, the news really isn't all that bad: Thousands of small businesses startup every year, and a good percentage of those companies have learned what it really takes to survive the early startup years and become successful enterprises.

After working with dozens of small companies, I discovered that the successful ones share some common traits. Here, then, are the 14 qualities I've witnessed in many of the thriving small businesses I've worked with:

Company culture. Culture is defined as the "integrated pattern of human knowledge, belief and behavior that depends upon man's capacity for learning and transmitting knowledge to succeeding generations." For successful companies, culture is about attracting and hiring the people who would be most successful in that specific organization. And it's about driving the behavior that makes the company successful.

Customer service. Simply defined, customer service means taking care of your customers. Many companies integrate customer service into their business culture through training and the design (and frequent redesign) of relevant business processes. In most cases, the business plan dictates how they will provide quality customer service.

Attitude. As the owner of the company, you must have a positive attitude and accept 100 percent of the responsibility for the results of your business. When you accept responsibility, you can act to make the necessary changes to accomplish the desired results. Then, when success is achieved, you're generous in giving credit to others within the organization. Without exception, the most successful business owners understand that it's all about people: hiring and retaining the right people, eliminating ineffective people and providing the necessary resources for employees to master their tasks.

Business strategy. A complex strategy or business plan isn't necessary to achieve success. A simple one-page document will do, but it should be well thought out and well executed. A poorly crafted business plan that's well executed is far superior to the well-crafted business plan that sits on the shelf collecting dust. A good business plan defines and drives the activities and behaviors of the entire organization. Without it, the business becomes a ship without a rudder; it simply can't be steered and ends up going around in circles. A sound strategy should include a financial plan, marketing differentiators, and product strategy as well as a plan for employee retention.

Discipline. Discipline is all about executing the strategies and then staying the course. It's about staying focused on your core markets and measuring success as defined by your business strategy. It's not about overreacting to market changes and adjusting your core strategy to keep up.

Risk. Successful business owners aren't afraid to take calculated risks with clear outcomes in mind. Most owners who take risks do so because they recognize the need to change as the economic climates changes, and they understand it's disastrous not to embrace change. Successful business leaders understand that being in business is about managing and responding to change. Companies that succeed embrace change and respond to challenges presented by the market, the competition or changes in general business conditions.

Financial roadmap. An important attribute is the creation of a financial roadmap and budget--and then having the discipline to follow it. A financial plan reminds owners where and how to spend money, and it provides ways to measure progress or shortfalls. A sound financial plan is the cornerstone of a great business plan.

Business processes. Another frequently credited attribute of success is the streamlining of business processes. We call this "creating predictability." Unfortunately, this is probably the least understood task a small-business owner can take accomplish. Business processes are how things are done within a business. Every company has some processes; some are clearly defined, others are implicit. The intention here is to increase productivity and reduce costs while generating the same (or better) outcomes. Successful businesses understand the need to continuously improve their business processes: to become more efficient and productive, and to respond to market changes faster while providing better service to customers.

Information technology. While technology is important, it doesn't have to be complex or costly to be effective. Effective technology is probably the most important enabler for change that a company can introduce.

Marketing. Effective marketing efforts perform different functions around unique selling environments. For example, business-to-consumer enterprises have completely different marketing needs than business-to-business companies. Having a good understanding of the pains your clients are experiencing and how your product and services stop that pain can help you understand just how to market to your customers--and that's critical to business success.

Sales. Every company's approach to sales is different. Some depend on building referral partnerships and strategic alliances, and this is the extent of their sales process. Others aggressively attack the market with direct-mail campaigns, cold calling and other forms of direct customer contact. The specific selling approach a company uses is usually defined by its marketing plan. Successful owners know that the concept of selling is a process that can be measured and improved, like all business processes. They talk about the importance of having a consistent, measurable and repeatable sales process, and they engage professional sales trainers (with flexibility to customize training to their selling environment) to help create consistency within their selling process.

Training. Because we live in a world of continuous change, it's more important than ever to implement a culture of continuous learning. For many successful owners, continual investment in training is a major contributor to success. For training to be successful,

however, there must a direct link back to the business plan and an understanding of how training supports the successful implementation of the business strategy.

Team of advisors. Without exception, every successful business owner I've worked with has talked to about how having trusted advisors is necessary for success. They know they can't know everything and they searched out advisors they could trust. They usually preferred to pay for this advice because they were looking for someone who would challenge them, hold them accountable, ask them important questions and introduce them to others who could help them when necessary.

Work/life balance. Successful business owners understand that every person has just 1,440 minutes in any given day and how they spend this time directly impacts how effective they'll be in growing their businesses. Smart entrepreneurs successfully integrate their social lives into their business lives: The client who purchases a product today gets invited to the lakeside cabin the next weekend. Clients become friends, and co-workers become like family. These entrepreneurs build their lives around their business, and it's almost impossible to distinguish between their social lives and their business lives.

Ron Finklestein is a business coach and the owner of YourBusinessCoach.net. He is also the author of Celebrating Success! Fourteen Ways to a Successful Company. Copyright © 2006 Entrepreneur.com, Inc.

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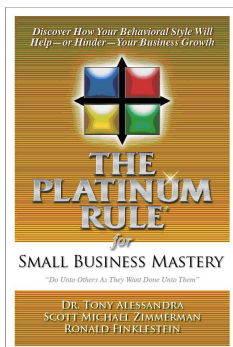
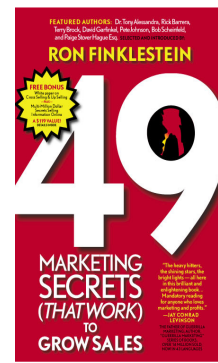


Why Ron Finklestein Should Speak at Your Next Event

Ron Finklestein is president of RPF GROUP INC. His clients call him Your Business Success Expert™. He helps business owners, sales professionals and entrepreneurs move beyond their existing performance to a much higher level of results.

He has over 20 years experience in direct selling, marketing, business operations, and technology consulting. He has worked with a very diverse clientele including high tech companies, banks, manufactures, government agencies, insurance, professional service organizations, and a variety of entrepreneurs and business advisory boards.

Ron holds an *Associate in Applied Science Data Processing* from the University of Akron, a *Bachelors of Arts Business Administration* from Malone College and various businesses, personal and technical certifications.



Ron has written four books on business growth: ***Celebrating Success!™ Fourteen Ways to Create a Successful Company***, ***The Platinum Rule® for Small Business Mastery***, ***49 Marketing Secrets (THAT WORK) to Grow Sales*** and his latest ***Nine Principles for Taking Inspired Action, A New & Targeted Perspective (January 2009)***.

All his books have received excellent reviews and interest from some of the top business, marketing and thought leaders. His work has been featured in entrepreneur.com, thestreet.com and MSNBC.com. He has been quoted in newspapers across the country including the Orange County Register, The

Akron Beacon Journal and The Chicago Tribune.

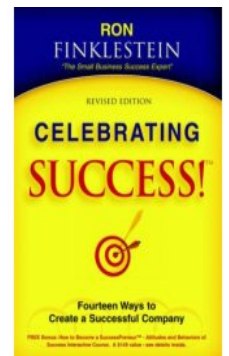
His books have received endorsements from industry leaders including: Dr. Tony Alessandra, Brian Tracy, Joe Vitale, Jay Conrad Levinson and others.

What They Are Saying About Ron's Speaking Programs

"Last month's seminar is worth repeating!! The attendees all had positive comments and ...we have invited Ron back." P.C. Portage Lakes Career Center.

"...results and comments from your portion of our B to B Professional Development conference. Your presentation helped to make the day a great success!!" Barb Hornyak, BtoB Connect. Audience comments included:

- "Ron is always ...an excellent speaker & presenter."
- "Ron was very funny and informative."
- "Short & Sweet. Great!"
- "Fascinating subject, very useful info. Got me feeling schizophrenic. I'm like 3 persons in one!"



“They really raved about you, your information, and how motivational you were. They did not want you to leave! I can't thank you enough.” Cuyahoga Community College

“I heard many positive comments after the meeting from our volunteers. They noted they'd never been exposed to many of the ideas that you presented and were excited about the possibilities of incorporating them into their activities.” WVIZ/PBS

“You did a top-notch job, one class act!” Better Financial Solutions

“Wanted to let you know that R. T. said your COSE (Council of Smaller Enterprises) presentation was fantastic.” Jim Hornyak

“I am so glad that Shaun gave me your number. You certainly gave the members some things to begin thinking about. I also own your book. Your talk was inspiring, educational and refreshing. Thank you very much for accepting the invitation to speak.” NARI (National Association of Remodelers Inc.)

SPEAKING TOPICS

The Platinum Rule: Dealing With Difficult People/Creating Better Relationships/Leadership/Why People do What They Do. Based on his book, *The Platinum Rule for Small Business Mastery*, you will understand that your success is tied directly to how well you inspire, motivate, sell, influence and manage others to take action. In a variety of presentation, Ron discusses how you can Treat Others the Way THEY Want to be Treated to grow sales, build great relationships, motivate others, become trusted advisors to your clients and a mentor to your employees.

8 Reasons Why Businesses Fail (and how to prevent this from happening to you): Businesses fail for many well known and documented reasons. In this talk Ron discusses those reasons and offers helpful solutions so you do not become a victim of business failure.

Nine Principles for Taking Inspired Action, A New and Targeted Perspective: In this well-researched presentation, Ron discusses the nine attitudes and behaviors all successful people implement in their personal and business lives (and how you can implement them as well.)

Nine Secrets to Overcoming Adversity: Every person who has achieved success had to overcome adversity. In this well-researched presentation, Ron discusses the nine behaviors people implement to achieve personal and business success.

Stop Selling and Sell More - Sales Made Easy: This topic discusses how to have fun with sales by developing a measurable, repeatable and predictable sales process to grow sales, reduce stress and handle rejection by treating others the way they want to be treated. This presentation deal with what happens when you in front of the customer.

20 Days to Transform Your Business: In this half day workshop Ron using content form his marketing book *49 Marketing Secrets (THAT WORK) to Grow Sales* and helps audience members craft a marketing strategy that can be implemented in 20 to grow sales.

Representative Clients: COSE (Council of Small Enterprises), WVIZ/PBS, NARI, Cleveland Bridge Builders, Chambers of Commerce (many), Global Corporate College, Ohio Society of CPAs (many times), PMI (Project Management Institute), TeleCommunity Credit Union, 53 Bank, Champion Staffing, NASE (National Association of the Self Employed), Comfort Tech 2008, International Referral Network, Best Benefits Club and more.

These presentations are customized to your specific needs. Ron can also craft a presentation specific to your needs. Contact Ron Finklestein at 330-990-0788 or email him at ron@akris.net for details.