

Gene Marks
Quicker! Better! Wiser!

Customer Service Innovation *25 Tools, Technologies, and Web-Based Services That Smart Business Owners Are Using To Keep Their Customers Happy*



Hosted solutions.
Mobile apps.
Smart devices.
Tablets.
Netbooks.

Today's technology is changing. Really changing. And smart business owners are learning how this stuff can be used to make them more money.

Still working in the old world?

Afraid of losing the competitive edge?

New startups are appearing every day, run by a generation of people that understand how to use these technologies to operate more efficiently and profitably.

Isn't it time to get up to speed?

WHO SHOULD ATTEND?
Business Owners
Executives
Managers

In this presentation, Forbes and Business Week columnist, best selling author and successful business owner Gene Marks will discuss 25 great new tools, technologies and web based services that smart business owners are using every day to work Quicker and Better!

Your audience will learn about:

- a. Technologies for keeping yourself and all of your employees productive when mobile;
 - b. Web based services for lead generation and marketing that will generate more revenues;
 - c. Applications for improving customer service and product delivery;
 - d. Online applications for project management, time and billing, job costing and collaboration.
- Small business technologies that work ... and don't work

To Book Gene for your keynote or breakout session contact:

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To see Gene in Action visit:
www.quickerbetterwiser.com

Gene Marks

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Gene's books include the recently published *In God We Trust, Everyone Else Pays Cash — Simple Lessons From Smart Business People* (Create Space, 2010) #1 Amazon Small Business Best Seller *The Streetwise Small Business Book of Lists* (Adams Media), *The Small Business Desk Reference* (Alpha Books, 2004), *Outfoxing The Small Business Owner — Crafty Techniques for Creating a "Profitable Relationship"* (Adams Media, 2005) and *The Complete Idiot's Guide To Successful Outsourcing* (Alpha Books, 2005).

Gene writes online columns twice monthly for both Forbes and Business Week. Gene's column, "The Penny Pincher's Almanac" appears nationally in American City Business Journals (www.bizjournals.com) publications bi-weekly.

Gene appears frequently on MSNBC, Fox Business News, CNBC and as a guest on numerous TV and Radio talk shows. He has authored dozens of articles for many publications and is often quoted in the national media including The New York Times, USA Today, The Chicago Tribune and The LA Times. He is also a member of the National Speaker's Association.

Through his keynotes, workshops, seminars and executive retreats, Gene helps small business owners, executives and managers learn about all of the great products and services available to manage their companies quicker, better and wiser.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides customer relationship, service and financial management services to small and medium sized businesses. The Marks Group PC, launched in 1994, has grown to help more than 500 companies and more than two thousand individuals throughout the country.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

TESTIMONIALS

Gene guided our audience of business owners through the jungle of the internet and revealed some real jewels to help small businesses think differently and be more profitable.

— Thomas Schaub, Marketing Manager,
The Muskegon Chronicle

Gene's tips give small business owners new opportunities so they can find success in the future.

— Justin Kitch Chief Growth Officer,
Intuit Corporation.

One of the most informative and entertaining speakers we have had in a while. Gene's relaxed style and sense of humor makes his presentation a very enjoyable experience for any audience.

— Rod Serianni, Chair, Union League
Business Network

Gene Marks packs in so many great profit building tips during his presentation our attendees were running out of notepaper! He left us laughing and wanting more.

— Therese Flaherty, Director,
*Small Business Development Center
Wharton School,
University of Pennsylvania*

QUICK FACTS ABOUT GENE MARKS

- Originator of the Quicker! Better! Wiser! and Penny Pincher strategies
- Owner of The Marks Group
- Author of five best selling business management books
- Online Columnist for Forbes
- Online Columnist for Business Week
- Columnist for American City Business Journals
- Appears Quarterly on MSNBC's Your Business
- Appears frequently on FOX, FOX Business and CNBC
- Frequent presenter at small business conferences and events
- Member of the National Speakers Association

SELECT CLIENTS

- Cisco Systems, Inc.
- Bank of America
- Intuit Corporation
- Symantec Corporation
- Sam's Club
- Citrix Corporation
- eLance Inc.
- Wharton and National Small Business Development Centers

RECENT MEDIA

- "How Small Business Will Profit Under An Obama Administration"
— *Business Week/Entrepreneurs*
- "Improving Productivity Through Consistency" — *Forbes*
- "The Technology Tipping Point"
— *Business Week/Tech*