

10 Things Smart Executives Learn From Financial Downturns

And Why Their Firms Will Make More Money in 2010



DURING THIS PRESENTATION GENE WILL DISCUSS HOW SMART BUSINESS PEOPLE HAVE:

- Figured out how to follow the money (especially the stimulus money) and what new tools they're using to get the most for their marketing dollar;
- Learned about new economic and financial indicators that give a better barometer of the overall economy and their company's health;
- Re-visited their banking and financial partners to increase their credit lines and improved their relationships;
- Invested in new technologies that have allowed them to improve customer service and communications;
- Discovered new online tools to help them purchase better and cut their overhead;
- Created more creative ways to keep their employees happy while controlling costs.

Another financial crisis? History's full of them.

For thousands of years, smart business people have successfully navigated around political, economic and financial panics. This time around, like before, the best have kept their heads and prospered. Others have fallen by the wayside.

Those executives that succeeded understood that behind this last financial mess, things were happening that would set the stage for their successful future.

New ways to service clients. Better ways to generate fees. More markets and improved technologies.

In this presentation, national columnist, best selling author and successful business owner Gene Marks will discuss why the most recent financial mess was a good thing for many in the business community and what smart executives and managers are doing right now to navigate their firms through to more profits in 2010.

Business management expert and entrepreneur Gene Marks is a popular columnist for Forbes, Business Week and American City Business Journals and a best-selling author of four business management books. Drawing on his experience running his own ten person company, 20 years of "Big 4" experience at KPMG and interviews with thousands of other business managers and executives, Gene shares his Quicker! Better! Wiser! secrets in this presentation.

**WHO
SHOULD
ATTEND?**
Managing Partners
Senior Executives
Managers

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

Quicker! Better! Wiser!



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 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 frequently appears on MSNBC, Fox Business News and 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 four best selling business management books
- Monthly Online Columnist for Forbes
- Monthly Online Columnist for Business Week
- Bi-Weekly Columnist for American City Business Journals
- Frequent presenter at small business conferences and events
- Member of the National Speakers Association

SELECT CLIENTS

- American Association of Microbusinesses
- 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*