

Brian Norris

A recognized leader in increasing sales and productivity, **Brian Norris' strategies work.**

With over a decade of experience and research, Brian skillfully combines the three keys that are the foundation to organizational growth and profitability: marketing, leadership and morale.

Brian presents with a blunt and real charisma that is immediately infectious as he navigates you through the hands-on world of marketing, management and motivation. As a celebrated speaker, author and researcher, Brian's approach to business and life reminds you how much easier it is to be 'positively passionate' by focusing on what's right versus what's wrong.

In addition to his star-power, you'll also appreciate Brian's wealth of knowledge, background, and understanding. He jam-packs more valuable information into each training session than most people experience in an entire semester of college. Still, you learn without the painful/dull atmosphere often associated with old-school training. Brian makes learning effective, fun **and** profitable.

Brian's work as a marketing strategist, copywriter, keynote speaker and trainer continue to generate millions of dollars in new revenue for his clients and audiences. His techniques and innovation solutions also save millions of dollars in the form of lower turnover, lower training costs, lower expenditures on ineffective marketing and advertising, and higher customer retention and referral rates. Brian's powerful insights can do the same for you too.

Take the drudgery out of training. Infuse your organization with passion, positivity and profitability by bringing in Brian Norris to train, recharge and inspire your people today.



Achievements

Publications

- Author, *The Creative Sales & Marketing Manual*
- Author, *Escape Life Sucks Syndrome*
- Creator, *The Stick in the Mud Assessment*

Work History

- Four years training and managing front-line employees in the hospitality industry
- Business owner and entrepreneur since 1990
- 18 years as a marketing strategist, copywriter and graphic designer
- 13 years as a keynote speaker, trainer and facilitator
- Experienced curriculum designer and master trainer
- Over 1600 presentations, speaking in all 50 states, training over 500,000 people
- 1,000s of hours of research in the areas of marketing, leadership and sustaining high morale work cultures

Awards & Affiliations

- Member, International Association of Experts & Authorities
- 1998 Southeast Regional Toastmasters International Humorous Speech Contest Winner

Favorite Training Topics

Sales and Marketing Strategies (Including: Creative Marketing and Selling, Copywriting, Direct Response, Customer Service, Interpersonal Skills, Online Promotion)

Essential Skills for Managers, Supervisors & Team Leaders (Including: Team building, Motivation, Generational Studies, Problem-Solving, Creativity and Innovation, Management vs. Leadership)

Morale (Including: How to Stay Motivated, Cultivating Passion and Positivity in the Workplace, Dealing with Jerks, Whiners and other Difficult People)

Train the Trainer Programs

Acclaim

“Brian was a dynamic speaker...an inspiration....Unlike any other seminars. Not the same old textbook knowledge. Practical advice!”

– R. Simpson, *Accounting Supervisor, Denso, Inc.*

“Brian gave me tools I can use NOW! Very informative & useful interaction and discussion. Brian involved participants & really encouraged participation & interaction. Real world!”

– P. Bolt, *Training Manager, Gordon Food Service*

“Brian's passion is contagious. I was looking for a shot in the arm and practical applications — and I got that and more. It may sound over the top, but my life has been enriched by Brian.”

– A. Chester, *Manager, Inside Sales, Bayer Corporation*

“Brian was a true inspiration! ...Very educational and easy to understand. The information was given in a way that will make it easy to take it back to the office.”

– J. Matkins, *Supervisor, First Citizens Bank*

“...Energized! Brian is high on life.”

– M. Vance Grant, *Planning Manager, Duracell*

Past Clients Include...

- ADP
- Bayer Corporation
- Big Brothers Big Sisters
- Caterpillar
- City of Kissimmee, Florida
- Colonial Life Insurance
- Compaq Computers
- Cornell University
- Dallas Tribune
- Dell Computers
- Discover
- Duracell
- Georgia Dept. of Labor
- Harrah's Casino
- IBM
- Johnson & Johnson
- Kraft
- Landauer
- National City Mortgage
- Stock Development
- United Way
- US Airforce
- USDA Rural Housing
- Wegmans

To bring Brian to your organization, call 414-899-1905 or email info@briannorris.com.

More Testimonials on Brian & His Programs...

"Excellent content! ... I enjoyed the positive energy with a meaty message! It was great to get ideas on how to implement creativity. Brian took things to the next level." – Meloni Snyder, Coach, Verizon

"Very nurturing and empowering! The thing I like best about today's conference was realizing the power of our own mind is amazing as we forget and neglect our own creativity." – Martha Kliss, International Sales Manager, Celltech Pharmaceuticals

"Coach Brian is super ... Great job!!! He met and exceeded all expectations." – Willie McClendon, Chief of Information Management Support, US Army Corps of Engineers

"Brian is an inspiration to renew my own creativity & passion, to strive generate the same passion within my organization." – Carie Elston, Corporate HR Manager, Sedgwick CMS

"Thank you for helping to remind me what it is like to spend a day in a positive spirit and to focus on a direction. I enjoyed your passion and positivity." – Cindy Chadwell, Asst. Clinical Director, MTMC

"... Thank you. I have to say that it was a GREAT SEMINAR, I had a Blast! Not only was it very informational but FUN!!! It definitely was NOT the "typical" seminar that I have attended in the past.... With the techniques learned yesterday we should have no problem getting them (our teams) communicating and working to get them out of their Comfort Zones!! Thanks again and keep up the good work!" – Tobie Knaub, Select Medical Corporation

"Brian's passion is contagious. I was looking for a shot in the arm and practical applications — and I got that and more. ... It may sound over the top, but my life has been enriched by Brian." – Andrea Chester, Manager, Inside Sales, Bayer Corporation

"I enjoyed Brian's style and art of teaching by using participation. He has a joy and zest for life that is contagious. He was very informative and motivating." – Dorie M. Lewis, Support Specialist II, Hunigman, Miller, Schwartz & Cohn

"Brian is an excellent speaker, trying to relate to everyone's needs. I enjoyed most gaining new ideas to take back to the office. Brian was great making everything apply to everyone." – Cori Kreilick, Production Planner, Atlas Industries, Toledo

"Brian gave me many new and innovative ideas; I am anxious to get back to work and implement them." – Peggy Wilson, Manager Customer Service & Satisfaction

"...very informative, serious about customer service, gives a lot of good advice, good eye contact, audience participation, allowed times for questions to be answered." – Londa Blackwell, State of Michigan

"Excellent! I most liked Brian's positive attitude. Caring, upbeat, caring, honest." – Laura Dietz, Section Head, USDA Rural Housing

"Brian gave me tools I can use NOW! Very informative & useful – interaction and discussion. Brian involved participants & really encouraged participation & interaction. Real World! – Pamela Bolt, Training Manager, Gordon Food Service

"Brian's expert knowledge and experience on web marketing gave added value to an already outstanding workshop. I liked Brian's personal knowledge of copy, design and effective marketing." – Judi Cabrer, Director of Marketing, Carlson School of Management

"...very helpful in giving ideas for your web site to become more profitable and attract more traffic. I enjoyed having an open discussion, which made me feel like I was part of the presentation." – Laura Steiger, Marketing Manager, Identisys, Inc.

"Brian is an awesome speaker! He made the topic very entertaining with his antics — I really related to his stories." – Shellye Davis, Help Desk Supervisor, Accenture

"... a very enjoyable learning experience. Brian involved everyone & we worked as a team. I best liked learning the different ways to implement change or solve problems using simple methods." – Kimberly Humes, Customer Service Supervisor, City of Garland, Dallas

"Brian Norris is an extremely engaging speaker and a valuable resource tool for web marketing. I highly recommend the seminar. Brian isn't just a "talking head" – Greta Lowe, Hampton University Library

"I liked the way Brian involved every member of the group throughout the process and the way he walked us step-by-step through the marketing plan. I also like the intimate & informal style of the class." – Michelle Carpenter, VECTEC, Norfolk, VA

"Concise, current information presented in an easy to understand format. Brian reinforced practical knowledge with expert experiences." – Richard Taylor, Director of Government Relations, Virginia Housing

"Brian made the seminar enjoyable while keeping education as a function. I most liked the quality of information." – Donna D. Elliott, Marketing Director, Martin & Jones

"Brian is extremely knowledgeable & created a very interesting atmosphere!" – Carol Braunhardt, Sales Coordinator, Howard Perry & Walston Realtors

"Our past foggy marketing will now be conducted with laser beam precision.... I got a lot of gold nuggets." – Danielle Benson, Community Education Manager, Partnership for Children

"Brian Norris brought the inspiration back to marketing basics." – Melissa Johanson, Advertising Coordinator, Supervalu

"Brian was truly personal; I felt that he cared about his subject as well as my understanding and growth. Thank you." – Kristin E. Bittrolff, Assistant Restaurant Manager, New England Culinary Institute

"Great job — Good reinforcement of what I know, and more information to use daily, thanks. Brian Norris was excellent!" – Ryan Denecker, Sales Rep, Denecker Chevrolet

"Wonderful!! Brian spoke from the heart and believes in what he says. Very real!!" – Mike Deluna, Regional Sales Admin., Zions Bank

"Brian was so positive and upbeat in everything he did. It is infectious & encouraging. Even though it took me out of my comfort zone, the group interaction was VERY helpful & meaningful. It will mean the difference between further or future implementation of the principles." – LuAnn Holfeltz, Risk Analysis Manager, Mountain America Credit Union

"Brian is one of the finest presenters I have ever seen! He is both personable and dynamic: I will look forward to having him present to our company" – Diane Mortimore, Leadership Dev. Coordinator, Intuit

"Brian's workshop was fun, informal and honest!" – Bridget Aman, Site Coordinator, University of Idaho Cooperative Ext.

"What an engaging presentation. I enjoyed the 'forced' teamwork early on, which opened everyone up! I appreciate that the presentation was fun but the information was serious and responsive to my needs." – Judy Gilmore, Program Service Mgr., Oregon Department of Corrections

"Brian gave me good tools to take back to the workplace and implement. I most enjoyed the practical ideas on how to handle situations." – Kathleen Lewis, Executive Director, SICOG Area Agency on Aging

"Brian was very congenial, courteous and easy to learn from. He was himself and made us feel ourselves." – Marla Bateman, RN, RLRMC Hospital

"This was a very enlightening seminar. You're a very kind man. Thank you for sharing your story." – Melinda Davis, CMA/Visit-Coordination Coach, Shasta Community Health Center

"Great info. I can't wait to get to work on Monday." – Randy Ritter, Supervisor, Schools Financial Credit Union

"I enjoyed the group tasks — very thought provoking. I appreciated the time and energy that Brian gave to us. He helped us to gain appreciation of our own creative talents. The day flew by." – Karen Freemyers, Accounting Administrator, California Dept. of Social Services

"Brian Norris is an inspiration. The best seminar I have ever attended!! I look forward to using what I learned" – Jackie Chickwood, Visit Coordinator Coach, Shasta Community Health Center

"I have a new energy to take back to my team. The new ideas I learned today will help ease my team through change and motivation. I most enjoyed Brian and his sense of humor." – Cindy Underhill, Assistant Vice President, Wells Fargo Bank