

Rosalie Marcus

Speaker, Author, Promotional Products Business Coach



Rosalie Marcus knows how to **inspire, educate** and **excite promotional products sales professionals**. In her high energy and down-to-earth style, she packs her presentations with real-life sales scenarios, success secrets, and humor that get her audience excited about achieving their sales goals and beyond!

Sales and marketing professionals leave her presentations with **more confidence, better focus**, and the **tools they need to succeed in today's changing selling environment**.

"You are an excellent and talented speaker, motivator, and encourager.

I know the site and goals of folks other than me were raised considerably!"

*-Tom Robinson,
The Vernon
Company*

Sales and Marketing Seminars For The Promotional Products Industry

Rosalie provides customized programs that will get your sales teams excited and selling more! Select the presentation that best meets what your people need.

Get More Sales - More Often: 10 Proven Ways to Build a Thriving Promotional Products Business (In Any Economy!)

What does it take to thrive in promotional products sales in today's changing economy and competitive sales environment? Learn proven, easy strategies that will increase your sales, boost your income and give you the tools you need to stay motivated, in action and selling more! Discover how to:

- Target your ideal, most profitable accounts
- Conduct powerful initial sales meetings that drive business to you
- Differentiate yourself from other industry sellers
- Position yourself as an invaluable resource, not a product pusher
- Develop an effective, multifaceted follow-up approach
- Sell more to your current accounts and expand your product offerings
- Build a referral engine
- Stay positive and in action

Social Networking Magic: How to Win Friends, Influence People and Drive Business to You Online

Want to expand your reach, attract more sales, and have business people contacting you? Confused about where to begin with the new "hot" sites like Facebook, LinkedIn and Twitter? Get tips and strategies to easily get started, get connected and get more and better business without getting overwhelmed. Discover:

- The five best reasons to get started social networking
- How to create a powerful online profile that drives business to you
- How to attract referral partners online
- How to position yourself as an expert online
- How to start a blogsite that attracts business and makes you money
- What the best sites are for promotional products professionals
- How to make time for it, keep it under control, and not get overwhelmed

"Rosalie Marcus has consistently been among the highest rated speakers at the ASI Shows.

Her presentations are industry specific, motivating and action oriented."

*- Natalie Townes,
Director of
Education and
Training, The ASI
Show*

Contact Information

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"Rosalie's presentation at the PPAI Women's Leadership Conference was the best session offered. I have already implemented much of what I learned in this session to become a stronger leader, better person, and more successful business-woman. We need more sessions like Rosalie's."

- Cindy Jorgenson, CAS, Brown and Bigelow

"Rosalie, your presentations are fantastic-- your ideas area always on the money --- literally. Anybody who takes advantage of your business wisdom and industry insights will surely be more profitable because of it. Thanks!"

- Liz Matt, Chesapeake Embroidery & Promotions, Philadelphia Regional office

Niche to Be Rich

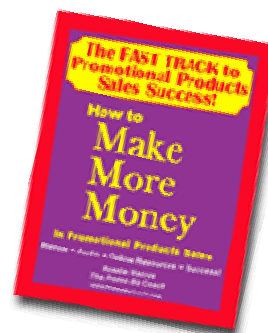
Promotional products sales professionals who specialize routinely earn more money. By developing a niche market or several niche markets, you can distinguish your company from the competition, attract more referrals and build awareness in the marketplace that can dramatically increase your income. Start here to learn various ways to find your perfect niche, make more money and stand out in a crowded marketplace! Discover:

- The four best ways to define your niche
- The hot niche markets for promotional products sales professionals
- Big mistakes to avoid when choosing a niche
- Where and how to network in your niche
- A niche-marketing plan you can start using instantly

Meet Rosalie Marcus — A Promotional Products Success Story!

Rosalie Marcus' energy and enthusiasm are boundless. Whether conducting a business workshop, teaching a teleconference, or coaching individual clients, her knowledge, experience, and positive attitude have inspired hundreds of promotional products professionals to greater business success.

Rosalie grew her promotional products business, *Lasting Impressions*, from zero to record profits, giving it the distinction of being "One of the Top 100 Fastest Growing Companies" in the Philadelphia area. She has been the recipient of numerous industry awards including a Pyramid Award from Promotional Products Association International (PPAI). A featured and popular speaker at the ASI and PPAI shows, Rosalie is passionate about teaching people in the promotional products industry how to get more sales, better clients, and earn a higher income.



She is the creator of **The FAST TRACK to Promotional Products Sales Success, The Promo Biz Learning Center**, and the facilitator of the *Women Working Smarter Success Circle*. Her advice and articles have appeared in *Advantages* magazine, *Identity Marketing*, and *Promotional Consultant*, and she has been the featured business coach on KYW News Radio in Philadelphia and WBZ News Radio in Boston.

Partial Client List

ASI Show
Chesapeake Promotional Products Association (CPPA)
Eastern Montgomery Chamber of Commerce
Georgia Association of Promotional Products Professionals (GAPPP)
Promotional Products Association of The Mid South (PPAMS)
PPAI Expo
PPAI Women's Leadership Conference
Specialty Advertising Counselors of The Delaware Valley (SACDV)
Philadelphia Area Coaches Alliance

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