



Wes Ball

Learn ALPHA insights which create more profits, market dominance, and the ability to overcome any economic situation

Testimonials:

"What amazed me was that the entire audience, the entire time, was captivated—they were geared into what Wes said. He used excellent examples and really made a case. If you want more sales, more profits, more growth, then learn and apply The Alpha Factor."

~ BUD HANDWERK, PRESIDENT
ANNAMAR ASSOCIATES, INC.

"I've worked with Wes for the last six years ... I find his approach revolutionary [and] extremely intriguing ... The bottom line is it works!"

~ LINDA ANDERSON, PRESIDENT
THE ANDERSON GROUP

"Wes nullifies many theories that have been held true for decades."

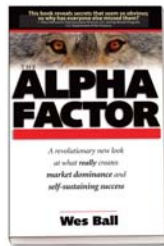
~ DAN CAUSINO
SIX SIGMA CONSULTANT

"Wes reveals secrets that seem so obvious. So why has everyone else missed them?"

~ DINO DECONCINI, FORMER
EXECUTIVE DIRECTOR U.S. SAVINGS
BONDS,
U. S. DEPARTMENT OF THE TREASURY

Do you know how to discover what your customers really want? Can you alter customer expectations in your favor? How do you control buying decisions? The answer to all these questions is The Alpha Factor.

Wes Ball is the president and founder of The Ball Group, and author of The Alpha Factor—a revolutionary new look at what creates market dominance and self-sustaining success. Wes has more than 25 years experience in strategic



innovation and marketing research, working in strategic marketing for two Alpha companies that dominated their industries and as a strategic innovation consultant/facilitator.

It took Wes 15 years of in-depth, forward-thinking research with over 100,000 interviews and customer observations plus testing with more than 75 companies to discover and prove the key factor—the Alpha Factor—that can turn any company from a competitor into a market leader.

When applied, the insights learned as a result of Wes' exhaustive research...

- Helped the U.S. Savings Bonds program of The U.S. Department of the Treasury turn around more than a decade of decline,
- More than doubled per store sales for Subway Sandwiches and Salads' retailers,
- Created dramatic, sustainable growth for a broad range of other companies, many of whom had not grown significantly in more than a decade.

And that growth was created without discounting and often without expensive new product development.

Wes is a dynamic, high-energy, experienced trainer and speaker. With plenty of case studies and lots of easy-to-understand examples, he shares ALPHA lessons to help any business:

- Become the leader of its category
- Innovate to drive higher customer expectations.
- Reduce the need for discounting while increasing profitability
- Create loyal customers willing to pay higher prices for products or services
- Drive sustainable new growth



ESPARZA SPEAKERS

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