



# Ed Rigsbee

## Turning Relationship into Gold

*This guru's insights into strategic alliances are the keys you need to elevate business relationships into profitable partnerships*

### Testimonials

"Thanks for a great job ... everyone enjoyed themselves immensely and, more importantly, learned a lot."

—Dennis Houlihan, President, Roland Corporation U.S.

"Thank you for providing an exciting, enlightening and exceptional motivational presentation."

—Suzanne Stillwill, Executive Director, National Appliance Parts Suppliers Association

"You did it again! With a week's notice, you were able to interview my members and visit a factory to prepare for this presentation on manufacturers-dealer relationships. I can't thank you enough."

—Judy Smith, Modular Building Institute

"Superb ... I've never attended a seminar where everyone was willing to stay a little longer!"

—Lee Whatcott, Sr VP & CFO, Western Financial Savings Bank

"Thank you for conducting such a successful retreat ... feedback was extremely positive. I can see the benefits of [our department heads] working more effectively together."

—Charles Oliver, Director of Rooms, Wyndham Emerald Plaza Hotel

"Excellent job of making your presentation very relevant to the challenges facing our industry."

—James Faltinek, President & CEO, National Sporting Goods

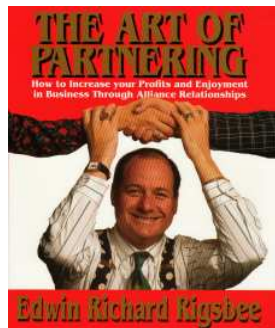
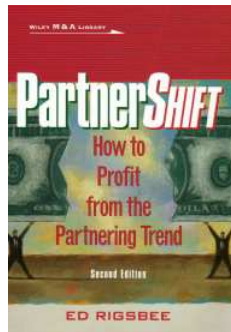
Ed Rigsbee, president of Rigsbee Research, is a nationally recognized expert on strategic alliance development and implementation, with a marketing sub-specialty. He brings extensive sales, marketing, and strategic management expertise to the platform along with his current research work. In each of his programs, he draws on real-world experiences in retail and the hospitality industry, as well as his work in the distribution-manufacturing arena.

A prolific business author on the subject of business growth through strategic alliances, Ed has been a valued consultant to many world-class clients, such as Toyota, 3M, Best Buy, Dun & Bradstreet, and Siemens, to name just a few. With a clear focus on helping companies develop and implement effective alliances which provide ongoing business growth, Ed has an unparalleled understanding of the art and science of building strategic partnerships.

One of Ed's greatest talents maybe his ability to synthesize industry specific data with proven success strategies, to create workable organizational solutions. Another talent is Ed's ability to customize his presentations for each audience. The following titles are a few of Ed's value and engaging programs:

- ◆ Alliance Alchemy: Turning Relationships into Gold
- ◆ The New Era of Manufacturer & Distributor Cooperation
- ◆ PartnerShift to Outrageously Successful Relationships
- ◆ 10 Highly Profitable Cross-Promotions You Can Implement This Week
- ◆ Collaborate to Innovate
- ◆ Achieve Employee Productivity & Growth through Partnering
- ◆ Selling to Your Customer as Their Partner

A frequent contributor to many business and trade publications, Ed has authored three books on his core competency: *PartnerShift—How to Profit from the Partnering Trend*, *The Art of Partnering*, and *Developing Strategic Alliances*. Currently he is completing *Customer Service Screw Ups—Learn from the Mistakes of Others*.



## ESPARZA SPEAKERS

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