



Robert Gordman

This thought leader's insights into core customers and business 'sweet spots' translate to profits and market strength

Testimonies:

"Bob provided the basis for an industry-leading strategy. We were able to reduce our selling costs, improve customer service, and turn a stagnant part of our business into a profitable growth engine for the company. This formula has been successful for eight years and is now part of the company's global strategy,"

—Henry C. Orme, former Vice President of Whirlpool Corporation



"... an intriguing presentation ... to some 1,700 retail attendees ... Bob provided great insights on how to explode a niche to achieve sustainable profitability in the extremely competitive retail marketplace. He has a keen understanding of the retail industry and the consumer."

—Eric Olson, Sr. Director, Education Strategies, National Retail Federation



"We all learned a lot about the Must-Have Customer and the Super Sweet Spot. The students [gave] a "standing ovation." The faculty members ... were also impressed and appreciative."

—Glenn Friendt, Director, Nebraska Center for Entrepreneurship, University of Nebraska College of Business Administration



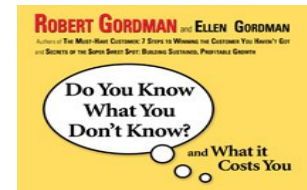
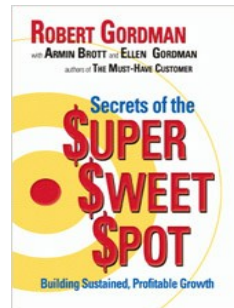
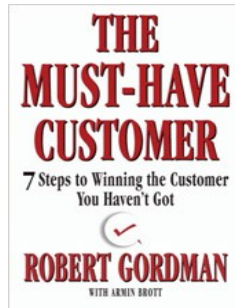
"Bob's presentation was insightful and engaging."

—David Deutsch, President, David N. Deutsch & Company

Robert Gordman is a business strategist, management expert, and popular author. He is a sought-after speaker to various businesses and major trade associations, as well as being a frequent contributor to Jim Blasingame's Small Business Advocate radio shows. Bob is also the founder and president of Gordman Group, a consulting firm which works with diverse industries, such as manufacturing and distribution, retail, marketing, advertising, trucking, banking, aviation, to name a few.

Because Bob believes facts are your friends and ego is your enemy, he uses state-of-the-art research to discover the realities that must be weighed before making critical decisions. Bob also provides profit development strategies and services to numerous clients, including the senior management of Fortune 500 companies.

Bob's expertise comes from 26 years in various executive management positions, including five years as a senior consulting partner for the Gallup Organization, where he specialized in strategic planning (he's also a member of Gallup's Management Hall of Fame). Bob is author of three popular books: *Do You Know What You Don't Know? And What it Costs You*, *Secrets of the Super Sweet Spot: Building Sustained Profitable Growth*, and *The Must-Have Customer: 7 Steps to Winning the Customer You Haven't Got*.



Every one of Bob's audience receives an informative, customized, lively, and interactive program—be it a keynote, breakout session, or half-day workshop. His signature programs include:

- ◆ **Do You Know What You Don't Know? and What it Costs You** - Every day businesses and individuals fail because they don't understand the unknown unknowns. This program tells how to avoid such traps. Participants discover how to focus their energy to discover what they don't know by digging deeper into pertinent facts and numbers, and how to determine what's critical to their business and personal success.
- ◆ **Avoid the Trap of Moo-Cow Management** - Blindly following another company's business model can be a sure fire recipe for disaster. Bob discusses how to create a Super Sweet Spot that sets your company apart from its competition, by identifying and understanding Core and Must-Have Customers, so that management can devise its own customer-relevant strategy and avoid the trap of moo-cow management.
- ◆ **Make More Money with a Super Sweet Spot** - Discover how to use your company's customer-relevant strengths to build a unique Super Sweet Spot to set you apart from the competition. This program shows how to engage people from every part of your company to make crucial decisions and implement strategies for sustained, profitable growth.



ESPARZA SPEAKERS

2200 WILSON BLVD., #102-364 • ARLINGTON, VA 22201-3324

PHONE: 703.243.1620 • WEBSITE: WWW.ESPARZASPEAKERS.COM