

## **Rick Barrera**

*“Rick, as you know, we use speakers on a regular basis. In all my years doing this, you were absolutely the very best at knowing your audience. I was so impressed with the time you took to learn about our organization. It was very obvious to our participants that this was not a ‘canned’ presentation, but was designed specifically to meet our needs. You were a pleasure to work with. I look forward to future opportunities.”*

### **American Express Financial Advisors**

*“You did a dynamic job for us. You really exceeded our expectations and WOWed our channel. Thank you for the research you did to make it personal for our audience and continue the conference message. It made all the difference!”*

### **Intuit**

*“You did a great job of customizing your presentation to our group. Your message was well received and caused dealers to think about their business differently. Our management team, as well as a room full of influential dealers was energized by your program.”*

### **Ford Motor Company**

*“Rick Barrera was exceptional. Never have I seen a speaker who knows his audience more. Unbelievable... [‘Overpromise and Overdeliver’] plays so well into Wells intense focus on the Customer Experience. I would recommend Rick in a heartbeat.”*

### **Wells Fargo Merchant Services**

*“Thanks so much for your participation in our event! The team was very pleased with our guests' reactions to your presentation, and were beyond pleased at how well you incorporated our messaging into the content.”*

### **Ingram Micro**

*“I have sat through dozens of presentations over the past 30 years and Rick was one of the most refreshing and informative presenters I have ever listened to. He gave you a lot of take away to help you improve your business.”*

### **Notifier**

*“Rick really opened my eyes. He knew more about my business than I did. Rick could probably help Stephen Hawking get a better understanding of science!”*

### **Lexus**

*“Rick was on target, knew his audience and kept them engaged the whole time - especially when he hit on realities that were close to home. It's a great speaker who can make an audience look at themselves and start the wheels of change spinning, even when the change could be uncomfortable.”*

### **AAA**

*“Rick, it was our pleasure to have you part of our meeting and success! We received positive feedback from our members - they enjoyed your talk. You far exceeded our expectations!”*

### **Affiliated Distributors**

*“Rick's experience, research and knowledge of the financial services industry really showed through on the delivery of the presentation. The audience was able to walk away with not only actions steps for their business but a better understanding of how and what they need to improve upon.”*

### **Mutual Service**

*"You exceeded our expectations. Your presentation got people excited, but more importantly, it got them thinking. Their reaction was overwhelmingly positive-- your energy transferred to the audience."*

**Sonic Industries, Inc.**

*"It was a terrific fit for our program; one gentleman said he wished Rick had 3 to 4 hours versus just 1 hour! Rick had a one hour session with a group of employees picking their brain about their business and the organization. I had several people ask, 'How did he know about this or that?' The following day several company presenters referenced Rick and the material he presented. There was something that struck a chord with every individual in the audience."*

**Wolverine World Wide**

*"Thanks, Rick, for a job well done! It is speakers like you that make me shine in front of my clients. Thanks for being so easy to work with and a joy to have a part of our team. You were inspiring, motivating, informative, current, up to date, and it was one of those presentations you wish wouldn't end."*

**Fidelity National Financial, Inc.**

*"Rick's program received great reviews for style, motivation, and delivery. He was highly rated -- both delegates and staff felt it was very worthwhile and very positive. Several of our industry speakers delayed a meeting scheduled to begin midway through the presentation because they didn't want to miss the content. This was our second conference featuring Rick as our opening keynote and again he did not disappoint. His blend of content, delivery, and motivation is among the best we have seen and we would gladly recommend him to any planner who wants delegates to leave highly charged. Rick's unique perspective makes a lasting impact."*

**National Association of Professional Employment Organizations**

*"Your engaging program was 'right on' and the preparation you did made all the difference. You kept the audience's attention while providing them with useful content. It was extremely well received and we would consider using you again in the future. This was, by far, the best program we have had. Because of the level of customization and specific industry examples you shared, your concepts came alive for our audience!"*

**National Precast Concrete Association**

*"The way you tailored your OPOD message to our audience was very impressive and right on target!"*

**Hallmark Cards**

*"Your 'Overpromise/Overdeliver' hit the nail on the head – delivering exactly the right message, visually and verbally. Your philosophy was so on target that we incorporated the idea of the 'Brand Promise' into the Executives' speeches. Booking you was an easy decision and you definitely 'overdelivered' on your presentation. Thank you for doing such a great job for us!"*

**PGI Events & Destinations, Inc.**

*"The feedback I have received was positive. Everyone thought Mr. Barrera was lively and consistent with our company's message. He kept the attendees engaged and prepared them for the upcoming learning map exercises."*

**RentWay Incorporated**

*"Rick Barrera gave an impressive, breathtaking performance at our Engineering & Design Conference! It was a one-of-a-kind presentation that endeared him to our audience and motivated each of us to reach for our personal best; confident in our Company's ability to achieve great things in our digital future."*

**Eastman Kodak Company**

*"Rick Barrera is one of the hardest working speakers I have met; the degree to which he personalizes his presentations is amazing. His delivery is fast-paced, fun and informative, and our audience was totally engaged throughout his presentation. When the opportunity presents itself, we will enthusiastically work with Rick again!"*

### **American Express Financial Advisors**

*“Outstanding way of delivering a customized presentation and capturing our Producers!”*

#### **Signator Financial Network**

*“Rick, I have worked with a large number of professional speakers over the years and I have never had the pleasure of meeting anyone with the ability or possibly willingness to customize a program the way you did for our Stone Mountain/GCO Franchisees. Your Keynote presentation received rave reviews for both Corporate Staff and Franchisees. I truly hope we'll have the opportunity to work together again in the future.”*

#### **Stone Mountain/GCO Flooring Outlets**

*“Rick Barrera is a very professional and reliable speaker. Rick customizes his presentation to fit the needs of your audience and works closely with the planning team to ensure the company message is delivered.”*

#### **Berkshire Life Insurance Company of America**

*“Rick Barrera is a dynamic and enthusiastic speaker that customizes each program to meet the needs of the audience.”*

#### **National Wood Flooring Association**

*“We surveyed our attendees and out of 50 respondents who rated your presentation, you received a 4.6 (with 5 being excellent). We heard many positive comments with the only negatives being attendees wished your presentation was longer so you had more time to cover material. We appreciated the effort you put into developing the presentation -- it was highly-tailored to the office furniture industry with concrete examples and that made a huge difference with the attendees.”*

#### **Office Furniture Dealers Alliance**

*“Thank you for your presentation. You did an outstanding job, and the feedback was excellent. Your preparation really showed, and the audience was engaged. There were many good take-aways relevant to our business.”*

#### **MedSource Technologies**

*“Rick did a great job in helping our group find its way toward a very aggressive business plan that we're excited about implementing. It was hard-hitting time well spent.”*

#### **Aegis Mortgage Corporation**

*“Rick’s presentation exceeded our expectations. The most valuable point he taught the audience was to work on their theme and purpose of their meeting on year out and to ensure that the message/theme is presented at each touch point. He did a great job of reinforcing his message throughout the presentation.”*

#### **Convention Industry Council**

*“Your program far exceeded our expectations. The following are a few direct quotes received from our conference evaluation questionnaire pertaining to your program: - Anytime a speaker challenges you to ask yourself to think about whom and what you are is useful. - Rick's presentation made me rethink my day-to-day actions in a very positive way. - It's good to get a viewpoint from an outsider. Mr. Barrera did a good job getting people to see/think ‘outside the box.’ - Informative, entertaining, really drives the message home.”*

#### **CGC Inc.**