

Rick Barrera's introduction for
Overpromise and Overdeliver:

How can you build a world class brand **faster** than your competitors while **decreasing** your marketing investment?

It's easy...**Just Overpromise AND Overdeliver!**

Yes, you heard me correctly.

Our next speaker, Rick Barrera, says that **Overpromising and Overdelivering** is exactly what American Express, Lexus, Google, ZipCar and others are doing to lead their industries in growth, profit and customer satisfaction.

Rick is a marketing expert and author of "*Non-Manipulative Selling*," "*Collaborative Selling*," and "*The Dollars and Sense of Service Delivery*." Penguin has just released the second edition of his book- "*Overpromise AND Overdeliver: How to Design and Deliver Extraordinary Customer Experiences*." which has made both the **Business Week** and **Wall Street Journal** best sellers lists.

Each year he works with leading organizations such as Intel, Lexus, JD Edwards, Harley-Davidson, General Electric and Hewlett Packard helping them to reach new levels of excellence.

Ladies and Gentlemen, PLEASE WELCOME, from San Diego, CA, consultant and author, Rick Barrera.