

# Rapid Growth in the Face of Uncertainty

*Driving prosperity in changing economic times*



**DELIVERY :**

30-60 minute keynote

## SUMMARY

Today's executives are confronted with new challenges that threaten their continued growth and survival. With increased competition, disruptive technologies, and tough economic climates, market share is dwindling and discounted acquisition is steadily on the rise. This insightful keynote provides participants with a full understanding of how to stay competitive in a constantly changing landscape. They'll discover how to achieve sustained success in the face of smaller, more agile competition, and they'll learn the three instantly-actionable strategies to immediately drive any corporation back to momentum and growth.



## STRUCTURE

With real-world examples from his own past clients and case studies from a diverse range of industries, Matthew explains why changing economic times, new technologies, and ever-growing competition are nothing to fear. For sustained momentum and growth in the face of external factors, businesses need only turn to Matthew's three proven, time-tested principles:

- 1.** Differentiation and Message Unification. It doesn't matter how many new competitors are out there or how flashy their marketing is. The real secret lies in knowing how to truly set yourself apart – at a brand and product/service level – in a way that excites and inspires new consumers to engage with your offerings.
- 2.** Niche Marketing. Speaking to everyone is speaking to no one. (Plus, it's ridiculously expensive.) Participants will discover the bottom-line implications of embracing a niche approach within corporate strategy, leading to a strong culture of intrapreneurship across all departments.
- 3.** Sales Systemization. The game of sales has changed, and corporations that don't change with it will be left in the dust. Today, the key to customer acquisition, growth, and brand loyalty is not bulldog sales tactics and mass media campaigns. Instead, participants will discover marketing strategies that harness technology, psychology, and strategy to engage with their ideal clients and motivate them to buy.

## TARGET AUDIENCE

This session is ideal for executives, leadership teams, and senior managers looking for a sales and marketing edge – not a gimmick. Matthew has shared this presentation from Las Vegas to Bangkok, earning rave reviews across industries, including multinational corporations such as Electrolux, and award-winning Oracle partner, Centroid.

## KEY TAKEAWAYS ★

- Truly set your brand and product/service apart from the competition
- Put an end to dwindling market share and discounted acquisition
- Discover how to cost-effectively engage new and excited-to-buy prospects
- Introduce a strong culture of intrapreneurship and creativity across your organization
- Uncover the secret to leveraging technology, psychology and strategy to skyrocket customer acquisition, profits, and brand loyalty, while drastically reducing sales cycles and marketing spend

## TOPIC AUTHORITY

- Praised as “the real deal” by Forbes
- Responsible for four multi-million-dollar direct sales business success stories before the age of 30
- Successfully transformed over 3500 client businesses across a diverse range of industries
- Internationally award-winning sales and marketing blogger
- Author of The Introvert’s Edge: How the Quiet and Shy Can Outsell Anyone – a proven sales system that works for introverts and extroverts alike – published by AMACOM New York and endorsed by Harvard, Princeton, Neil Patel, Marshall Goldsmith, Brian Tracy, Jeffrey Gitomer, and 50+ more
- Founder of Small Business Festival, listed by INC as a top-three conference for small business

## CLIENTS INCLUDE

Google fiber



Microsoft

Electrolux



ORACLE



#FREECON THE FREELANCE CONFERENCE

Macedon Ranges Shire Council



PeopleFund



Colliers INTERNATIONAL



Matthew’s keynote was relevant, gripping, and paradigm shifting. I have not seen another sales presentation hold the audience’s attention like this one, and I am applying the lessons I took away from it already.



SCOTT HEALY  
PARTNER SALES MANAGER, ORACLE

## ABOUT MATTHEW

Young, energetic, contemporary, relatable, a powerhouse of differentiation, an expert in niche marketing, and a master sales systemization coach, Matthew is passionate about helping organizations thrive and succeed. With five multimillion-dollar business success stories to his name, all before the age of thirty, his achievements are reflected in the value and credibility he brings to every presentation.

Matthew is not a theorist; his methods come from hands on, real-world experience. With over 3500 business transformations and counting, Matthew provides instantly-actionable strategies that make a real and lasting difference to audiences. Whether you're a multinational conglomerate providing complex solutions to Fortune 500 companies, or a small business association working to give your members an edge over the competition, Matthew provides an uncomplicated blueprint for growth and success.

Matthew's meteoric rise against all odds – and his honesty in sharing his personal challenges – creates an inspirational atmosphere of possibility and belief. Participants walk out of his presentations thinking, "If he can do it, so can I"… and with a complete understanding of the exact steps to follow to skyrocket their success.

And when it comes to understanding what makes a speaker truly stand out, Matthew gets it. As Founder and Executive Director of Small Business Festival, ranked as INC's #3 conference in America for small business, he is annually responsible for organizing hundreds of speakers for thousands of attendees. He knows what it takes to motivate and inspire an audience, provide an amazing experience, and deliver long-lasting ROI.

Matthew is an internationally award-winning blogger and contributor to CEO, Entrepreneur, and Top Sales World Magazine. He is a recurring guest on FOX and NBC, and has appeared on top-rated podcasts including Entrepreneur on Fire and Eventual Millionaire. He's the author of the bestseller *The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone*, endorsed by Neil Patel, Brian Tracy, Mark Roberge of Harvard, Derek Lidow of Princeton, and dozens more.

If you're looking for a keynote speaker with an edge, who provides absolute return on investment, who will assist your organization in achieving unprecedented results, Matthew Pollard is your Rapid Growth® Guy!



## I'D LOVE TO HEAR FROM YOU!



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Thanks for your interest and for taking the time to see what I have to offer. I'd love to hear more about your event and how I can help make it a success!

*Matthew Pollard*