



Bob Roitblat

Purveyor of Fine Ideas & Experience



The Power of Profit: Strap a Booster Rocket to Your Profits, Fueled By Your Existing Sales™

Keynote, Half-day or Full-day Program

Meet Your Presenter:

For more than three decades, Bob Roitblat has innovated, nurtured, developed and successfully exited more than a dozen businesses. He uses his experience as the CEO of Mainsail Consulting Group combined with his experience as a competitive sailor to draw parallels between building and leading a winning yacht racing team and building and leading a winning business.

Bob helps current and emerging leaders develop business skills that are effective whether the seas are calm or storms are raging. "Yacht racing," he says, "is the perfect metaphor for business success. Businesses, like race boats, require leadership, teamwork and rapid decision-making to be successful. Miles from land, you have only those resources you brought with you and your knowledge of the environment and your competition to eke out as much advantage as you can in a dynamic environment."

Audiences easily connect with Bob because he is interactive and fun. Bob is able to think on his feet and engage the audience with thought-provoking stories, examples and humor.

Why this program:

Some of your customers are driving your profits while others are driving your business into the ground. Can you tell which are which? This presentation discusses ways you can identify your profitable customers and how you to get even more value from them.

Key Takeaways:

With this program, attendees will laugh, learn and leave knowing:

- Why some customer relationships are profitable and some are not.
- How to analyze the profitability of each customer relationship.
- How to rehabilitate marginal and profit-draining customer relationships.
- How to get better results from your marketing efforts.
- Proven strategies and tactics you can implement today to increase the profitability of each customer relationship and your company's overall profitability.

Bob Roitblat

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