

Orvel Ray Wilson, CSP

Guerrilla Sales and Marketing Speaker at The Guerrilla Group, inc

Boulder, CO, US

Award Winning International Speaker on Guerrilla Sales & Marketing

Biography

Orvel Ray is one of the people who wrote the books on Guerrilla Selling and Guerrilla Marketing that you see everywhere. The series now includes 48 titles, translated into 62 languages, and more than 21 million books sold worldwide. And he was recognized as one of the world's "Top 5 Sales and Marketing Speakers" for the past four years straight. Give him your three top sales challenges and he will give you 50 guerrilla tactics that you can use right away. He speaks to sales meetings, franchisees and small-business groups about unconventional tactics to increase sales and build profits. The metaphor comes, of course, from guerrilla warfare. How do you fight back when you're outnumbered and outspent by larger, better-funded competition? For more than 30 years, Orvel Ray has been traveling around the world, helping companies gain the edge they need to compete. Their materials are distributed globally by Nightingale-Conant, Fred Pryor Seminars, CareerTrack and the American Management Association. Orvel Ray is a high-energy speaker who is motivating, inspirational and funny. And while he's best known for "practical ideas we can use right away," he delivers content with excitement and passion. A complete virtual one-sheet and CV, along with links to additional videos, testimonials and other resources is available at <http://bureau.espeakers.com/espk/viewspeaker8026> The Guerrilla Group also produces custom seminars, workshops and online training content for companies like IBM, Ingram Micro, Microsoft, and others. Visit The Guerrilla Group website at www.guerrillagroup.com where you'll find client testimonials and other content. The MEETING PLANNERS link will provide everything you need. Every guerrilla program is highly customized to be industry-specific and product-specific just for your group. Consider this: at the end of a two-day program in Dallas recently, the CEO took him aside to say, "I've had six people this weekend ask me how long you've been a Vice President, and why they hadn't heard your name before. You just knew SO much about us they assumed you had to be from the home office." As a Certified Speaking Professional, Orvel Ray is sworn to adhere to the very highest standards of ethics, conduct, and professionalism.

Availability

Keynote, Workshop, Author Appearance, Corporate Training

Industry Expertise

Computer Software, Hotels and Resorts, Banking, Computer Hardware, Hospitality

Areas of Expertise

Guerrilla Selling, Guerrilla Marketing, Guerrilla Negotiating

Affiliations

The Sales Association, NSA/Colorado Chapter, National Speakers Association

Sample Talks

10 Characteristics of a Sales Guerrilla

It's a jungle out there. Success in today's economic environment requires unconventional weapon and tactics. Turn your sales team into a lean, mean selling machine.

Event Appearances

"Multiplique sus Ventas - Guerrilla Selling"

Foro Mundial de Marketing y Ventas

Advanced Presentation Skills Training

CDM Resources in house training

"Guerrilla Marketing for Meeting Professionals"

Meetings Industry Council, Kansas City

"Guerrilla Tactics to Sell More at Higher Prices"

Guerrilla Marketing Group Seminar

"Guerrilla Marketing for the Advanced Professional Speaker"

French Association of Professional Speakers, national convention

"Guerrilla Selling in Tough Times"

MeeDex, Meetings Destination Conference and Trade Show

"Guerrilla Retailing"

American Rental Association national convention and trade show

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