

Wayne Breitbarth

Professional Speaker- Keynote and Breakout Sessions (Specializing in LinkedIn) at Power Formula LLC

Greater Milwaukee Area, WI, US

Social Media Trainer Speaker & Consultant | Author, THE POWER FORMULA FOR LINKEDIN SUCCESS

Biography

I am a social media consultant, speaker, and trainer specializing in LinkedIn use and strategy. I have trained over 12,000 businesspeople?from entry level to CEO?on how to effectively use LinkedIn. I help companies develop a comprehensive strategy for using LinkedIn to grow their business and build their brand. I then train their team on how to use LinkedIn to meet their objectives. I am consistently asked to speak at Executive Agenda (EA), YPO and TEC meetings as well as CEO Roundtables and Renaissance Forums (REF), where my thirty years of experience as a business owner and manager enables me to help my peers understand how social media can benefit their companies. My diverse business experience also allows me to share real-life stories and illustrations as I educate, motivate and entertain audiences at national conventions, industry events, and conferences. Check out my website at www.powerformula.net, where you can: ? sign up to receive my FREE weekly social media tips ? download lots of FREE social media resources ? view some of my video presentations ? read my blog ? learn about the many services I provide for individuals and companies I am also CFO and an office furniture consultant with M&M Office Interiors, a full-service office furniture dealership. We are the exclusive distributor of Haworth office furniture and architectural interiors products in southeastern Wisconsin.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Corporate Training, Media - Online, Professional Training and Coaching

Areas of Expertise

LinkedIn, Social Media, Sales/Business Development

Affiliations

American Institute of Certified Public Accountants (AICPA), Wisconsin Institute of Certified Public Accountants (WICPA), National Speakers Association

Sample Talks

Using LinkedIn to Generate a Steady Stream of Sales Prospects

Are you a sales professional who is actively using LinkedIn but still looking for more ways to use it to generate quality leads and close more deals? Then let LinkedIn Guru Wayne Breitbarth help you move beyond the basics and show you how to: --Find prospects that lead to sales --Drive traffic to your profile and website --Build credibility in your marketplace --Discover insider information about your prospects --Develop an overall strategy to accomplish your most ambitious goals

Event Appearances

LinkedIn for Marketers

American Marketing Association

Education

eMarketing Association

Certified Social Media Marketing Associate Social Media

Dodgeland High School

Social Media Magic University

Social Media Specialist Social Media

Marquette University

MBA

University of Wisconsin-Whitewater

Bachelors of Business Administration Accounting

Accomplishments

Best Selling LinkedIn Book on Amazon

Since May 2011 my book "The Power Formula for LinkedIn Success: Kick-Start Your Business, Brand and Job Search" has been the best selling book in the LinkedIn category.

Testimonials

Craig DuMez

My company, QuadTech, invited Wayne to speak to our international sales team. In just a couple of hours, he opened our eyes to LinkedIn's unbelievable potential as a sales and marketing tool. Wayne is very entertaining and engaging, and you will be amazed at what you've been missing...especially if you're skeptical about social media. Wayne's presentation and book will change the way you do business. His book is the #1 bestselling book about LinkedIn in the world. There's good reason for that!

John Wunderlich

My company, Fidelity National Title Group, conducted a Sales Rally for 150 of our Sales Executives and Managers for our Midwest operations. Wayne made us realize the power of LinkedIn and what it could do for our company not only in sales but recruiting. Wayne has an engaging and lively style that keeps your attention while he provides you with great information. Thanks Wayne!

Elizabeth (Beth) Karcz

Wayne, volunteered to host a 90 minute Webinar about LinkedIn for the chapters of our association. He also spent a great deal of time with us in preparation for this Webinar, to be certain he addressed any and all of the specific issues we, as an association, might encounter. He was terrific to work with, received stellar feedback from attendees at the Webinar and inspired many of our chapters to begin or enhance their LinkedIn journey. An A+ performance and results! Thank you Wayne!

Karl Fritchen

This past week we had Wayne spend a few hours with our Sales Team from around the world. Until then, I would describe our group as casual users of LinkedIn that weren't even scratching the surface of what was possible. The meeting was a huge hit! I now have an energized group that flew back to all corners of the world over the weekend and I'm seeing updates on profiles, new connections, groups being added, etc by the team because now they understand the power of the tool! Thanks Wayne!

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