



Speakers Bureau of Canada

Bureau d'orateurs du Canada

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Marty Park

Sales and Customer Service, Entrepreneur, Business Strategy and Business Growth Expert

"I have always believed that most people only scratch the surface of their potential. Each of us has so many talents and opportunities that we just need to focus on them and work smart (and hard) to achieve more. If everyone maximizes their talents and moves towards their dream and ideal life, they are happier and contribute more to family, friends, and community."



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Language Spoken

English

Travel's From

Calgary, Alberta

Speaker Biography:

Marty Park is a rare breed. At the age of 21, while most students are neck-deep with homework and weekend plans, Marty was running his first company, with 8 staff members on payroll. Since then, Park has owned and operated over 14 companies, across industries from software to restaurants, audio production to marketing – he has become an expert at business growth and the personal growth that comes with it.

On top of being an accomplished entrepreneur, Marty Park is an award-winning business coach and has been involved in the launch, growth, restructuring or financing of a multitude of companies internationally. Working with clients to conquer adversity, transform their performance and achieve their ultimate vision of success, in business and life. As a serial entrepreneur and veteran business coach, Marty has identified strategies, ideas and specific actions that can help anyone create a better business and a better life. As a speaker his stories are real, relevant, and the tools and tips he shares are purposeful and immediately implementable.

Above all, Marty Park is a expert business strategist and storyteller. His crafted keynotes include equal parts, humour, practicality and energy for each audience. Marty is not about academia – he is about real world solutions and experience you can use. As a result, his audiences come away feeling energized, enlightened and equipped to put the wheels in motion to produce better results. Marty Park delivers dynamic presentations to many different audiences related to business leadership, business strategy, business growth, branding, marketing, entrepreneurship, sales, customer service/experience, innovation and business success.

Marty is a storyteller. When he steps on stage you feel as though you are in the story with him. His presentations are crafted with equal parts, humour, practicality and energy. Marty is not about academia – he is about real world solutions and experience you can use. His audiences come away feeling energized, enlightened and equipped to put the wheels in motion to produce better results. He's the real deal. Marty hasn't had one big, lucky break in business, but instead has consistent success across many industries, geographies and economic conditions. What sets Marty apart from other speakers is that he has experienced, first-hand, the unforeseeable highs and lows of being a hands-on business operator.

Noteworthy

- Leadership Calgary Alumni – 2016
- Advisor at the Hunter School of Entrepreneurship at University of Calgary
- G20 Delegate (Young Entrepreneurs Summit in France and Mexico) as one of only 20 entrepreneurs representing Canada – 2010
- GSEA Finals Judge – Global Student Entrepreneur Awards – Chicago 2010
- Canadian Youth Business Foundation's Mentor of the Year (now Futurpreneur) – 2006
- Calgary's Top 40 under 40 – 2005
- Business Coach of the Year for Canada and North America – 2003
- Action International Canadian Coach of the Year – 2002

Topic Presentations

Sell More, More Often: Keys to Successful Sales

In tight economic times, sales are more important than ever. Marty Park, entrepreneur and business maverick can help your sales team sell more, more often. Marty's dynamic presentation, *Sell More, More Often*, can be delivered as a full-day workshop (6 hours), for two hours weekly over a month or compressed into a two-hour period. *Sell More, More Often* will infuse your sales staff with ideas, tips, and the inspiration to make them succeed, develop and maintain a larger more profitable customer base for your company.

Marty will help you establish a new standard for your organizational team at every point of customer interaction. He will explain how to create a culture and environment of facility, hospitality, innovation, and genuine customer service by going through the sales process from the customer point of view. Superior service generates more sales and Marty will show you how it's done. Win customers and grow your market share.

The 7 Keys to Mastering People in Business

While people like to focus on what makes people different at work, we are fundamentally all driven by the same motivators. The 7 keys looks at the secrets behind how customers buy, why employee stay and how managers lead. When you learn to address and master the 7 keys, you will find staff turnover stops, customers rave about your organization and people step up to be leaders.

Your Best Business - Your Best Life

Many business owners and entrepreneurs are famous for sacrificing all other aspects of their life in order to make their business a success. The keys to creating a dynamic business are exactly the same traits and skills that can create a fantastically rich life. This presentation is geared towards hard working entrepreneurs and management teams who want insights to making their success universal. Get REAL impact in life and business - the focus on outcomes in your business and life that foster and result in better Relationships, Experiences, Abundance and Legacy (R.E.A.L.) A life well lived is everyone's goal with REAL results. Marty shares the secrets.

The Secrets and Critical Lessons of Entrepreneurship

So often people romance the idea of starting a company. Start-up is easy compared to the challenges of running a growing business. In launching 13 different companies and turning around a number of others, Marty has defined and identified many lessons and strategies that work time and time again. Each lesson is defined by real life stories - many are funny and animated. Tools and ideas are shared that business people can use in their companies starting today for growth and performance.

Leadership Selling

Lead the client. Lead your company. Lead the industry. Becoming a standout sales professional in your market is critical today. Leadership is a requirement of great salespeople and yet it is rarely discussed as a part of selling. In order to get results, create lasting relationships and move people the way you want, leadership is a requirement. Leadership Selling establishes a new adage: "lead, guide and help; don't just sell."

Service Titan: Creating Transformative Experiences

Think about the last time you had an experience with a business. It may have been this morning as you purchased a cup of coffee on your way to work. Was the transaction memorable? How? Would you tell others about the experience? What drives business and gets people talking about your organization is SERVICE. Outrageous, incredible, memorable service. This isn't just a smile but systems, details and spirit that move people to love your brand and buy more often.

Tiger by the Tail - How to Tame & Master Your Business

In launching 14 different companies and turning around a number of others, Marty has defined and identified many lessons and strategies that work time and time again. Each lesson is defined by real life stories - many are funny and animated. Tools and ideas are shared that business people can use in their companies starting today for growth and performance.

Adapt, Innovate and Succeed

As an entrepreneur, Marty has owned 13 companies across 6 different industries. Through all those different businesses, Marty has strived to become a better owner and knowledgeable entrepreneur. He has constantly looked for sources of education and also been quick to share as many of his hard-learned lessons with other entrepreneurs and their organizations all over the world. Marty uses this materials when speaking to audiences to share with them, what is work and what isn't in the real marketplace - beyond the hype of anyone new.

This presentation focuses on Proven Innovations in Business that can Accelerator Your Success as the topic. This would touch on known and unknown innovations in business that should be adopted but also future trends to be watching and avoiding. Marty will include practical advice on How Digital Innovation Is Changing Sales and Marketing, how to strengthen your business relationships, innovative strategies to get higher business results (branding, marketing and word of mouth sales), and how entrepreneurs should focus their company to achieve their goals. Marty, as a current and active entrepreneur, as well as a coach and advisor to other entrepreneurs through his consultation company to constantly look for new innovations in technology, business acumen and performance to share with clients.

Videos



Marty Park || 7 Tips to Business Success || Speakers Bureau of Canada

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Marty Park || 7 Tips for Business Success Part 3 of 4 || Speakers Bureau of Canada

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Marty Park || Maintaining a Business Relationship || Speakers Bureau of Canada

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Testimonials

“Marty is able to communicate the practical realities clearly and delivers real life stories with irresistible humour so that you remember it in your gut as well as your brain – the best kind of learning experience!”

- Nick Dove

“He clearly works hard to make his material and examples pertinent to what the audience wants. His research is impeccable, making him a speaker the audience immediately respects as an authority”.

- Bob Cooper-Blanks

“I looked forward to meeting with Marty. I was able to feel comfort and assurance talking with my ‘coach’ who was also a CEO and who thus understood many of the things I was going through. I knew that your counsel was based on sound experience, not just textbook. You provided good guidance into what you saw was working and not working in our process. We have a much healthier and constructive group now. I am a better CEO today and Titan is a better company through your help.

- Greg McGillis

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