



Speakers Bureau of Canada

Bureau d'orateurs du Canada

www.speakerscanada.com

+1 (866) 420 3338

David Saxby

Innovation, Marketing, and Sales Expert

"The world we have made as a result of the level of thinking we have done thus far creates problems we cannot solve at the same level of thinking at which we created them." - Albert Einstein

View Speaker Profile

[Click Here](#)

Language Spoken

English

Travel's From

Airdrie, Alberta

Speaker Biography:

David Saxby is a former award-winning Creative Director and President of a leading Western Canadian marketing firm who has over 30 years of in-the-trenches marketing experience. A speaker, trainer and a sales and marketing consultant, he combines hard-learned lessons from his experiences in the marketing and advertising world. He brings his knowledge as a visionary business leader to each event and audience.

David Saxby's presentations focus on innovative sales and marketing strategies. He delivers practical, thought-provoking and inspiring presentations. His message provides insight into how individuals and organizations can ignite innovation and achieve unparalleled success in their marketplace. As a result of his presentations, David Saxby shows clients how to find creative solutions for their business and teams. As a result, he identifies new sources of business through utilizing innovative marketing and sales approaches. David Saxby has traveled the globe delivering presentations to thousands of business people. His audiences range from front line teams to home-based entrepreneurs to senior executives and professionals. Because of his expertise, he has worked with wide range of industries. He brings practical solutions from his experience in working in multiple sectors to each presentation.

David Saxby's success originates as a successful entrepreneur at the age of 23. He grew his first company from a one person studio to a full service advertising agency in less than two years. He followed that success in growing it into one of western Canada's leading marketing communication firms through a major recession.

Saxby is a graduate of the Alberta College of Art & Design and the University of Calgary Haskayne Business School's Business Owners Transition Program. He is a founding Board Member and Past-President of the Calgary Chapter of CAPS. He was also the Past National Director of CAPS (the Canadian Association of Professional Speakers). David Saxby is also a Past Chair of Small Business Week for the Calgary Chamber of Commerce.

Topic Presentations

Ignite Innovation for Business Growth

In today's turbulent business environment systems and processes are critical to sustainability, but innovation is the spark that ignites strategic change and creates a competitive advantage. During times of change your greatest asset is people... people with an innovative mindset and customer focused thinking. One of the biggest obstacles leaders face is resistance to change. Our role, as leaders is to create a safe and open environment where innovation thrives. To achieve this your people must feel comfortable talking about their concerns and sharing their ideas. Failure is accepted, lessons are learned, and solutions are implemented quickly. Innovative organizations recognize that game-changing ideas can come from anywhere and anyone. Innovative leaders encourage diversity and inclusion. They learn how to open lines of communication in a way that reduces resistance, breaks down barriers to change and helps their people be more innovative thinkers.

Being an effective leader means knowing how to identify and apply strategic thinking vs tactical thinking. Strategic thinking is process-oriented, being creative and future focused, with the aim to achieve long-term success. Tactical thinking is task-oriented focused on accomplishing daily tasks. Discover how to generate ideas easier and faster, engage your team's talents and skills, and create innovative solutions to complex business challenges. Learn practical skills for dealing with change through developing innovative thinking.

This presentation is applicable to change management, business development, sales and marketing, customer service, problem solving, process improvement and employee engagement. David can incorporate one or more of the following learning outcomes to create a customized presentation for your organization:

The S.P.A.R.K. Formula:

- **Stimulating** new thinking; strategies and techniques for leading the innovation process, seeing challenges with a fresh perspective and achieving practical results.; engaging every employee in the process of innovation, by fostering an inclusive attitude,
- The **Process** of ideation - how our mind solves problems and ways to increase productivity,
- Six essential skills, tools and techniques for creating new ideas and taking **Action** to implement the ideas,
- How to work with the four different thinking styles to effectively engage our greatest **Resources** - people ensuring team members learn from mistakes and leverage the outcomes,
- How to **Keep Innovating** even in challenging times by creating a "safe space" to inspire innovation, a workplace culture where your people are engaged, productive and confident. Increase your staff retention and become the employer of choice.

Discover Your Customer Service Goldmine! Motivate Your Employees! Increase Your Revenues! Turn Your Prospects into Loyal Lifetime Customers!

Learn best practices, insights, strategies, techniques and principles, you can use immediately, to motivate your team, reduce costs, increase profitability and deliver exceptional customer service.

Discover secrets from leading businesses in this content-rich presentation. Build stronger relationships, develop a better customer service culture and maximize value to create a positive experience for your customers. Many organizations have a strategic vision to be “customer focused” but often struggle to create a customer-focused culture. Add to this with the challenge of working with multiple audiences, internally and externally.

For some businesses the customer service cycle-time is between several hours and a few days - a short time to create positive interactions. Often, there is a breakdown in communication ... as a result, there is a failure to create a genuine customer service culture. As business leaders you are tasked with educating your team (mindset), engaging them and helping them to understand the importance of their role (skill set) and inspiring them by making the purpose tangible and meaningful (motivation). David can incorporate one or more of the following learning outcomes to create a customized presentation for your organization:

The S.P.A.R.K. Formula

- **Service Culture** - Build a sustainable customer service culture by improving communications within your organization and with your customers,
- **Power Up Your People** - liberate your customer champions, create engagement and commitment, encourage positive attitudes, behaviors, values, beliefs and habits (*mindset*),
- **Add the Voice of the Customer** - empower your people to deliver customer winning performance (*motivation*) walking the talk and saturating your organization with the voice of the customer,
- **Reinforce** the vital importance of each team members role (*skillset*),
- **Keep Your Customers and Your People Loyal** - Create a positive customer experience and customer loyalty - re-engage past customers, existing customers, members and stakeholders,
- Develop customer service innovation, dealing with change and adapting to thrive in today's market.

Ignite Powerful Sales Results: Moving from customer acquisition to customer service and customer loyalty

What do successful organizations do to inspire their sales teams to succeed with every customer contact? How do you motivate your sales team overcome their reluctance to cold call and increase their closing ratios? Understanding your customer's needs is the foundation of every successful sales organization. Too often, inconsistent, ineffective, or inappropriate communication can hinder the sales process. Speaking with "One Voice" throughout your marketing and sales activities has never been so important.

The customer experience is needs to be consistent through every 'touch point'. David reveals the secrets of how to master sales by making every sales contact an opportunity to create an unforgettable customer experience. He'll show you and your team how to win customers through reinforcing a familiar message that motivates them to buy, to offer referrals and become loyal customers.

David delivers strategic, proven processes and practical tactics to ignite sales results. He will do a comprehensive assessment of your sales and marketing to help focus on key areas for improvements, to increase customer retention and generate more profit from each sale. David can incorporate one or more of the following learning outcomes to create a customized presentation for your organization:

The S.P.A.R.K. Formula:

- **Strategies** for prospecting and qualifying new customers and re-engaging lost customers - traditional marketing and digital marketing campaigns, public relations, social media, word of mouth sales,
- **Preparation** and execution of sales pitches and presentations; the "One voice" selling approach. Best practices for phone and electronic communication,
- **Assess** your sales style, customer's needs vs. wants, and adapt your approach to the personality styles of buyers
- **Recognizing resistance**; overcoming objections and confirming the sale,
- **Keeping customers** loyal; creating an unforgettable customer experience; leadership strategies, team management and productivity,
- Sales and marketing and customer service Innovation, dealing with change and adapting in today's market.

Strategic Marketing: Positioning Your Brand For Higher Profits

How do successful marketers create “Brand” recognition in today’s over-communicated marketplace? What ‘actionable strategies’ do you need to develop promotions that ignite powerful responses with your customers? Many organizations have abandoned traditional forms of marketing, that have worked in the past, in favour of “Social Media” and have often failed to market themselves effectively. Powerful communication begins with a strategy. That strategy clearly articulates your value proposition throughout every customer touch point, whether it is direct marketing, advertising, public relations, sales or digital media.

Your brand symbolizes what your organization’s values are, who your customers are, and the value your offer to those customers. “Branding” is synonymous with words like leadership, reputation, integrity, customer loyalty as well as marketing and sales. If you can build a powerful brand you will have the beginnings of a successful marketing program. If you can’t, then all the fancy packaging, advertising, public relations and sales promotion, in the world, won’t help your company become an industry leader.

David reveals the secrets of market leaders in a no-holds-barred look at successful, and not-s-successful, branding efforts. Learn how you can leveraging the viral power of the internet integrating it with your current marketing tactics, to zap through the clutter and build deeper relationships with your customers. Master your marketing success using a proven formula for positioning any business to sell more... cost effectively. David can incorporate one or more of the following learning outcomes to create a customized presentation for your organization:

The S.P.A.R.K. Formula:

- **Strategies for building and sustaining a powerful brand** - lessons from successful brand leaders. What a brand is, why it is important, the true value of a brand,
- **Positioning your brand** in the mind of your customer- Five foundations for brand success. How you can turn everyone into a brand ambassador,
- The **Advantages of an integrated approach**- combining advertising, public relations, sales, sales promotion, digital and social media
- How to maximize **Resources: tools and techniques**: building a blueprint for success working with time, money and people more effectively
- Five keys to **Keeping Your Competitive Edge** in a changing marketplace- becoming a customer centric organization to increase sales and create customer loyalty.

Videos



David Saxby || 6 Channels of Social Media || Speakers Bureau of Canada

Watch Video



David Saxby || How I Became an Entrepreneur || Speakers Bureau of Canada

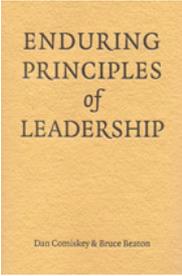
Watch Video



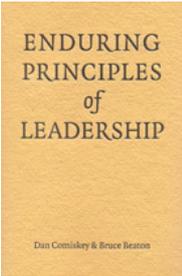
David Saxby || Creativity and Innovation || Speakers Bureau of Canada

Watch Video

Books



Customer \$ervice Goldmine



Sales Gurus

Testimonials

“David Saxby’s presentation came at a critical time for our association members. With the current market conditions in the Alberta market we wanted David to inspire our members, as Project Managers, to overcome their challenges, become more innovative thinkers to get the best possible results when they are leading a team.

David was very well prepared and relevant to the business needs of our industry. He shared personal insights, stories and practical examples, as well as best practices from a variety of industries, to illustrate his points. We appreciated that he spoke about what we can do as Project Managers, in the organizations we work for, and that he also put into everybody’s mind, that we have the opportunity to constantly reinvent ourselves. He kept the audience entertained and engaged. His presentation was right on point.

The results and feedback from participants indicate that David’s talk was very thought provoking and gave ideas to the audience to think about solutions for complex challenges at work. The members of the Chapter also found David’s communication style to be very effective.

He left us with a challenge: to support creativity and innovation in our personal and professional lives as well as within our teams in tough times. We highly recommend David Saxby as a keynote speaker for your upcoming events.”

Kaushik Kumar Das, Vice-President-Programs, Project Managers Institute (PMI-SAC)

“David offered a stimulating presentation to our leadership team, regarding exploring new and innovative marketing possibilities. His high energy and engaging teaching style made him an ideal speaker for our event. Specifically, his presentation on the “Brain Operating System” was quite useful in understanding the ways our organization works as a whole.

David’s approaches for personal and professional development, as well as team building, were informative and educational. His tactics aided in improving our organizational collaboration as well as being useful and practical to put into practice.

His presentation was quite enjoyable and held the audience captivated. Our organization would recommend David Saxby for any company looking to overcome any organizational obstacles or looking for improvements.”

Dominic Barbario, Manager, Parking Enforcement, Calgary Parking Authority

We wanted David to come and speak to residents and business owners on innovation, to inspire them to find ways to expand their market share, through improved marketing, new products and diversity and improved production techniques. David accomplished these goals through his talk Igniting Innovation. The feedback from the attendees was overwhelmingly positive. David was able to communicate effectively all of the main points of his presentation and made them all relatable and engaging to the audience. He did this through his research on Fort Macleod and was able to incorporate our local situation in his talk. This really had an impact on the audience. We recommend David for your speaking engagement; he went above and beyond our expectations and delivered an amazing talk.

Srecko Ponjavic, B.Sc., B.Mgmt. Small Business Advisor, Rural Alberta Business Center

“David suggested that the most powerful marketing communication uses social media along with

traditional media. He showed the benefits of using social media to enhance the use of traditional marketing, rather than to replace it. Using PowerPoint examples of campaigns and statistics, he demonstrated that this integrated marketing brings the best results. The feedback from participants was enthusiastic. The presentation was thought to be very insightful.

We highly recommend David Saxby as a speaker at any similar conference.”

Nikolaus Wyslouzil, Executive Director Chinook Country Tourist Association

“Many of the attendees were intimidated by new marketing opportunities and David’s presentation was intended to help craft businesses market their business in a challenging economy. His presentation included content on creating brand recognition and how to attract new customers as well as effective communication and providing a valuable customer experience.

Feed back from the attendees included comments on great marketing information and website connections as well as an increased understanding of social media for business.

David was very well prepared and made great use of industry specific statistics that the association had provided for him. He made those statistics relevant to everyday business situations and gave valuable ideas to strengthen weaknesses and build on strengths that the statistics revealed.

I would recommend David. He was very easy to work with, quick to respond to phone calls and emails and demonstrated a sincere desire to assist the association with his expertise and experience.”

Paula Jones, Representative for CHA, Craft and Hobby Association in Canada

[**View Speaker Profile and Videos**](#)