



Gerry O'Brion Testimonials

"I have had the privilege to listen to Gerry in person and via webinar. His presentations have rich content focused on innovative customer-centric marketing. He has some great content and examples of low cost, high impact items to build guest loyalty. His content is applicable to any business. His presentation style is such that it captures and keeps the audience's attention. I highly recommend Gerry."

Azim Saju, Chairman, Choice Hotels Owner's Council

"Gerry O'Brion was the best speaker we had at our convention by far. It was obvious that he did his homework and really understood our culture, our brand, and our learning objectives for his session and our conference overall. His message connected practically and authentically with our franchisees and his style was accessible, friendly and still very polished and professional. We would recommend Gerry to any franchise system out there!"

Steven Nickels, Director of Franchise Performance, College Hunks Hauling Junk

"WOW! Did Gerry (O'Brion) ever exceed our expectations in every respect! He knew exactly how to target his message on "What Big Brands Know" to our group of senior level C-suite franchisors, franchisees and elite vendor partners. His engaging and down-to-earth delivery style was exactly what was needed to create the perfect, personable connection, open dialogue and interactive learning.

Whether you're a franchisor struggling with your brand's strategic position or a franchisee struggling to understand your part in delivering the brand promise, Gerry can help you take it the next level. I think any franchise system would greatly benefit from Gerry's message. We were thrilled with the value we got from hiring Gerry!"

**Brian Schnell, Partner, Faegre Baker Daniels
Faegre BD 2015 Franchise Summit**

"Gerry really did his homework, and tied his presentation in perfectly with the activities we had planned for the rest of the event. He set us up to look just great. He was very professional, flexible, and really in tune with who he was speaking to. The franchisees loved him!"

Gillian Harper, Dir of Business Development, ShelfGenie Franchise Systems, LLC

"Gerry was FANTASTIC! His message was perfectly aligned with what we were wanting our opening keynote speaker to deliver. He arrived the day before, got there early, took time to get to know the franchisees and the management to make absolutely sure he understood our model, and our message; that really showed once he took the stage.

Another impressive contribution to our overall event was how seamlessly Gerry was able to drop in key nuggets about sessions to come, teeing up our team for highly impactful sessions of our own— it was perfect! Everyone loved Gerry's interactive follow-up workshop on goal setting – his message was totally focused with respect to where

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we've been, where we are now as a company, and where we are going. The franchisees were so excited and fired up! I would recommend him to any franchisor. Gerry is absolutely a '10' out of 10."

Allan Young, CEO, ShelfGenie Franchise Systems, LLC

"If I had to pick one word to describe Gerry O'Brion as our keynote speaker it would be 'EXCELLENT'! He listened closely to what we wanted to accomplish and delivered the perfect messages to our franchisees. His content was relevant and current to our business and did not feel 'canned' in any way. Gerry was so authentic and genuine; our franchisee loved spending extra time with him. Gerry also knew exactly when to 'hit hard' with his message to ensure that our franchisees were picking up the valuable skills that he was putting down. We all got huge benefit from the interactive goal-setting workshop and our franchisees are still talking about their experience with that. It was a powerful experience to really see each other as individuals and to share what we are proud of. I won't hesitate to recommend Gerry as by far, one of the best speakers we have ever worked with!"

Cam Inglis, President, Marble Slab Creamery, Canada

"Gerry O'Brion's time at the mic was sensational. He wasn't JUST charismatic & entertaining, we got actual takeaways from him. So much more to brand awareness than we thought. Many, many elements of his presentation caused us to have chats afterward on what we'd like to change in the business. Thanks for bringing him in."

Marble Slab Creamery Franchisee Convention Feedback

"There's always tension in the relationship between the franchisor and franchisee. Gerry is excellent at understanding what they both need so he can get them both going along the same path twice as fast to get to their goal together. He's got a special gift to be able to articulate to both the franchisee and the franchisor how to come together to achieve their initiatives. We used him at our conference and he got nothing but great reviews. We look forward to using him not only for our future conventions but along with the Which Wich team as we grow and continue down the franchise path."

Jeff Sinelli, Founder and CEO, Which Wich

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