

# FIRED UP IS NICE, FUELED UP IS BETTER



Elevate PERFORMANCE  
Accelerate GROWTH  
Generate PROFITS

Watch Trailer



**FORD SAEKS**  
FRANCHISE TRAINING SOLUTIONS

# BRIDGE THE GAP, GROW YOUR BUSINESS.

**Think about this...** No matter where you're at now, there is someplace you want to go with the growth and success of your business. In every situation, there is a gap and people feel that gap is truly unique to them.

## Franchises owners of all kinds are dealing with the same challenges...

- ✓ Staffing Challenges
- ✓ Burnout & Stress
- ✓ Changing Buyer Behaviors
- ✓ Attracting High-Value Customers
- ✓ Franchise Relations
- ✓ Following Your Systems
- ✓ Increased Competition
- ✓ Generational Differences
- ✓ Local Marketing & Sales

Ford has worked with top franchise brands throughout the world, small and large, from start-ups to billion-dollar brands, helping them produce higher levels of personal and professional success.

**THE GAP ALWAYS COMES  
DOWN TO ONE OR MORE  
OF THESE THREE AREAS:**



**Mindset**



**Strategy**



**Tactics**

Once you are clear on the gap and put the right mindset, strategies, and tactics into place, the results are extraordinary. **The Accelerated Growth System™** uncovers the path and the processes to drive exponential growth year after year.

## FORD'S MOST REQUESTED PRESENTATIONS FOR FRANCHISE EVENTS:

### Business Growth Acceleration

Maximize Your Findability, Accountability, and Profitability

### Remarkable Customer Engagement

Creating a Customer-Centric Culture That Drives Repeat & Referral Sales

### Winning Workplace Strategies

How To Find, Engage, & Retain Top Talent

### Superpower Success

Unleash Your Inner Superhero To Bust Through Barriers & Ignite High Performance

### Local Marketing Mastery

Leveraging Your Brand To Build Relationships & Skyrocket Your Sales

### Your Digital Footprint Needs New Shoes

Driving Traffic and Building Your Online Reputation to Grow Your Business

# MASTERING AI & CHATGPT For Zees & Zors

Mastering AI isn't just an advantage — it's the defining edge for Franchise Brands and family of Franchisees.



*Ford Saeks*  
Business Growth Accelerator

## Harnessing AI for Business Growth

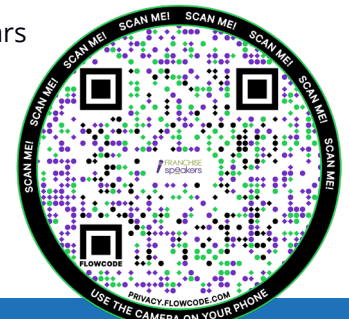
Embrace the future and stay ahead of the competition.

Today's business environment isn't just changing; it's accelerating. Those not informed and embracing next-gen technologies, especially Artificial Intelligence (AI), risk avoidable pitfalls and being left behind.

- **Dynamic AI Demos:** Experience the power of AI and ChatGPT through captivating live demonstrations, revealing how you can use it in your organization.
- **Craft Powerful Prompts:** Discover the secrets of Prompt Engineering to optimize and ensure tailored solutions and powerful results in every interaction.
- **AI Integration Mastery:** Learn the essential Do's and Don'ts of AI integration, ensuring your transition into the AI era is both smooth and profitable.
- **Accelerate Productivity:** Leverage AI and ChatGPT to supercharge business growth, marketing & sales, streamline operations, and consistently exceed customer expectations.

Customized training available as a keynote, interactive workshop, or virtual presentation.

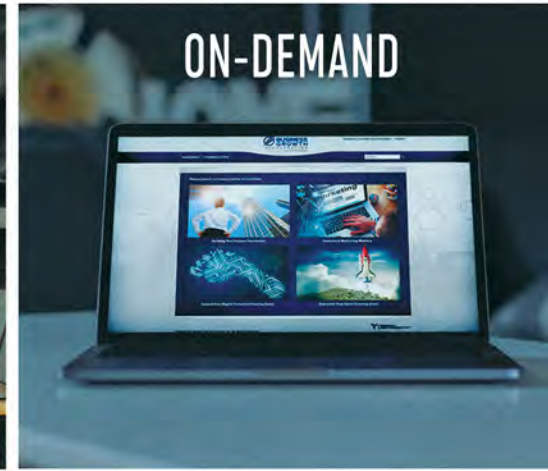
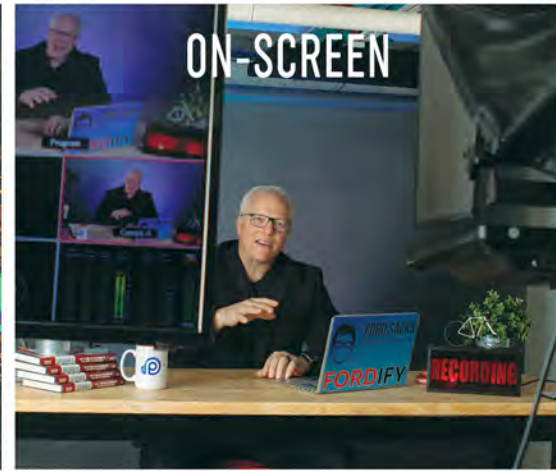
**Ford Saeks** has redefined the formula for business success, generating over a billion dollars in sales worldwide for companies ranging from start-ups to Fortune 500s. As CEO of Prime Concepts Group and hall of fame keynote speaker, Ford specializes in helping businesses accelerate sales, capture market share, and ignite innovation. He founded over ten companies, authored six books, has been awarded three U.S. patents, and received numerous industry awards. His expertise extends to AI prompt engineering, where he is renowned for training AI to craft compelling content that drives engagement and results.



Watch Video



# MOVE FORWARD... **FASTER**



## 5 Reasons Why Brands Love Working with Ford

1. Ford understands franchising. The franchisor wants their franchisees to follow their systems and take personal accountability for their local marketing and success.
2. He provides valuable insights on growing a franchise business.
3. His presentations are engaging and relevant to address today's top challenges.
4. Ford has helped thousands of franchisees increase performance, improve the customer experience, and increase sales.
5. As the opening keynote speaker, he will kick off your conference with a bang. As the closing keynote speaker, he will ensure your Zees leave with a prioritized massive action plan.

## About Ford Saeks

Business Growth Accelerator

- ✓ Hall of Fame Keynote Speaker
- ✓ Franchise Consultant
- ✓ Over 25 Years of Franchise Experience
- ✓ Research-Based Thought Leader
- ✓ Author of 5 business books
- ✓ 1,500+ Keynotes Delivered Globally
- ✓ Founder of 3 Multi-Million Dollar Companies
- ✓ Climbed a Himalayan mountain and named it after fallen soldiers

Just a few of the many brands that trust Ford to help accelerate their results



# FRANCHISE SAVVY RESULTS

Franchises love Ford Saeks because he exceeds expectations with customized presentations that are on-target, on-theme, and value-added.



"If we stopped our event today on day one, we've already got a wealth of knowledge and content we can take home and apply, and it's been a success already."

— Ben Lively, Sales Coach, U.S. Lawns

"Our franchisees valued Ford's **great content and dynamic delivery style**—he did his homework and really understood our brand and our franchisee's challenges."

— Bridget Sybolt, Director of Meetings, Gold's Gym International



"His keynote **knocked it out-of-the-park and his break-out session was full to overflowing**, with useable, salient, practical ideas for our Screenmobile Franchisees."

— Stephanie Andrade, Meeting Planner, Screenmobile Corporation

"Ford engaged the entire group with the **dynamic interaction** that he created facilitating our roundtables. He really understood our mission and objectives for the event and was **incredibly knowledgeable about the franchise relationship.**"

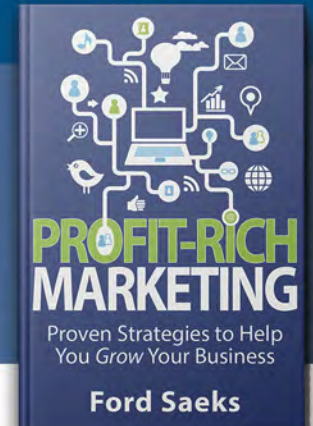
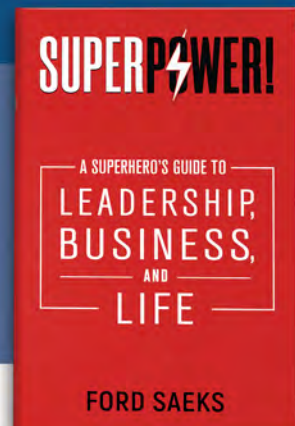
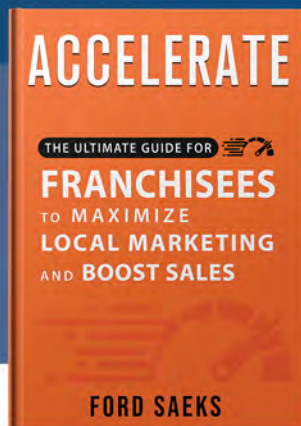
— Mike Brickner, VP Operations, Precision Door Service



"We have worked with professional Ford Saeks for more than 10 years as one of our most in-demand keynote speakers, interactive group facilitators, and tactical workshop trainers. **Ford is a 'pros pro' all the way!**"

— Katrina Mitchell, Chief Match Maker, Franchise Speakers

**BEST SELLING  
AUTHOR ON  
BUSINESS  
GROWTH**



**Represented By: Franchise Speakers**

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We Know the Franchise World, It's All We Do!

