



**Strategic
Resource
Group**

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ENGAGE, LEARN, UNDERSTAND, GROW™

Presentation: *Know Your Marlin™*

Every day a contingent of fisherman leave Cabo San Lucas for the Pacific Ocean in search of their prized catch – the majestic Marlin. The Pacific Ocean is a very big body of water with hundreds, if not thousands, of fish. Yet everyday these fisherman head out into the largest ocean in the world and catch exactly what they went out looking for!

Their success is based on three things – *they know exactly what they are looking for; they know precisely how to find it; and they are equipped and prepared to bring them into the boat.*

Prospecting and business growth is just as simple. Rather than chasing hundreds of prospects, with very little focus, in a wide range of industries, business are best off focusing their efforts on what they do best and where they are most successful.

The **Know Your Marlin™** Presentation provides business owners, executives, sales leaders, and marketing professionals with the tools to focus their growth activities for the maximization of predictable and repeatable success. The **Know Your Marlin™** program:

- Helps participants discover and identify where they are most successful
- Educates attendees on the process for focusing their activities on repeatable successes
- Provides the tools and the tips for making these successes predictably efficient
- Brings refreshing insight and clarity to the prospecting and relationship building process

About Dave Cooke

Dave Cooke brings refreshing inspiration, insight, and innovation to each of his presentations. With unparalleled energy, Dave immerses and engages his audiences in a powerful and applicable learning environment. Reflecting on his personal and professional experiences, he brings a delightful and honest reality to the messages his audiences embrace and easily relate to.

As a nationally recognized speaker, author, trainer and growth expert, he leverages his 25 years sales and marketing experience to create and implement strategic initiatives and develop educational programs which increase both revenues and profits.

Dave takes pride in his experience with turbulent and chaotic work environments. Having taken the lead in multiple corporate turnaround projects and post merger transitions, Dave understands the challenges organizations face in challenging and difficult times. It is these experiences that shape his commitment to team, relationships, communication, leadership, and a cohesive, collaborative strategy for revenue growth.

Dave's unique and interactive programs are designed to sustainably increase revenues and improve customer relationships while integrating team-based organizational behaviors into the revenue growth equation. His approach brings refreshing insight and enthusiasm to the current trends and complexities of today's business environment.



To learn more about Dave Cooke go to www.salescooke.com/about