

MARVIN LEBLANC

SELL SMARTER. WORK LESS. LIVE LONGER.

2019 MEDIA KIT



NATIONAL SMALL BUSINESS SPEAKER AND COACH

HELLO, BEAUTIFUL PEOPLE. IT'S ME, MARVIN.

Small business leadership and sales speaker, Marvin LeBlanc, is a lifelong entrepreneur whose motivational speaking is built around an ongoing active engagement in the insurance and financial services industry.



MARVIN LEBLANC, LUTCF, CNP

Marvin's calling is business and sales - and his passion is leadership.

His unique combination of teachings combine the traditional models of small business sales with new and innovative leadership strategies-all delivered while sharing the captivating stories of his three decades in the sales industry.

As an Amazon best-selling author and entrepreneur, Marvin helps create more compelling connections between you and your peers, team and clientele- regardless of the economic climate in your industry. Marvin's accolades include:



"Marvin's amazing Katrina experience and his life lessons will move your group to the next level. His passion and originality are refreshing and significant!"

- Mikki Williams, CSP, Renowned Speaker

A MEETING PLANNER'S GUIDE:

ORGANIZATIONAL NEEDS AND AREAS OF TRAINING



INSURANCE
AGENTS &
ASSOCIATIONS



SALES
PROFESSIONALS/
ENTREPRENEURS



SMALL &
HOME-BASED
BUSINESSES



LOCAL &
NATIONAL
ORGANIZATIONS

Areas of Training | Keynotes

Marvin's workshops are tailored to your industry, event, and your team's specific hurdles and motivators. His dynamic presentations inform and inspire - meaning your audience learns — and implements the ideas following the program. While every program is custom-designed specifically for your organization, Marvin engages his audience on the following topics and provides the following takeaways for your attendees:

- **From Katrina to Chairman's Circle**
- **The Attitude of Performance**
- **Come Hell or High Leadership**
- **Come Hell or High Sales**
- **Come Hell or High Teamwork**



FLAGSHIP KEYNOTE

Come Hell or High Water: Life Lessons After Hurricane Katrina

What would you do if you lost 98% of your customer base overnight? How might that impact your job? Your business? Your community?

In this workshop, Marvin delivers a first-hand account of the heartbreak, destruction, strength to persevere and triumph following Hurricane Katrina. Learn how to re-engage teams and identify the building blocks for your business from the ground up.

Marvin LeBlanc artfully blends a combination of lessons learned, with his expertise as an insurance agency owner and executive coach.

Key Takeaways

- Identify your company's daily threats and how to recognize opportunities using practical tactics.
- Discover the 6 key strategies to build pride within your company.
- Instill commitment in your team with the 32 commandments of teamwork.

SPECIFICATIONS

Audience: Small Businesses, Leadership Teams, Insurance Agents, All Audiences

Focus: Becoming resilient in the face of adversity is the key to surviving when catastrophe and/or disaster strikes your company. Team or executive-focused.

Format: 45-60 minute keynote, 2-hour breakout session, or one day workshop



As featured in: NSA Speaker Magazine

COME HELL OR HIGH WATER:

LIFE LESSONS AFTER HURRICANE KATRINA

KEYNOTE

The Power of Performance Starts With Attitude

In this humor-filled inspirational keynote, Marvin LeBlanc discusses the power of attitude. As someone who lost everything, in both professional and personal realms due to Hurricane Katrina, Marvin knows the significance of how positive attitude can change the perspective of any situation.

Marvin uses his effective outline of the four phases of attitude to identify where his audience's mindset is in their personal and professional lives.

The takeaways from Marvin's keynote can be applied to both a personal and professional setting, as well as individual or group.

Key Takeaways

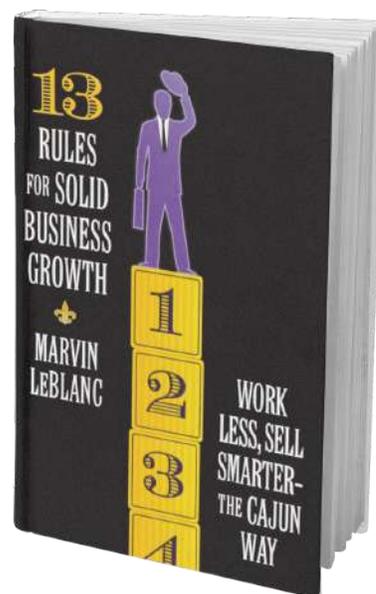
- Give up worry and indecision by identifying what phase of your attitude you are currently in.
- Learn how to use the attitude model in everyday living.
- Navigate the 6 sub-phases of frustration.
- Empowers individuals and organizations to move away from victim thinking and instead embrace ownership thinking.

SPECIFICATIONS

Audience: Small Businesses, Leadership Teams, Corporate Retreats, All Audiences

Focus: Attitude is not the only ingredient, but it is the first one in changing your perspective and mindset in the workplace. Team or executive-focused.

Format: 45-60 minute keynote, 2-hour breakout session, or one day workshop



Core teachings from: *13 Rules for Solid Business Growth*, Marvin LeBlanc

ATTITUDE SERIES:

THE POWER OF PERFORMANCE STARTS WITH ATTITUDE

KEYNOTE

Come Hell or High Sales

How many times have you come off a great month or quarter, only to find that the referrals have run out, the pipeline is empty and now everyone is struggling to keep up?

What's worse, this is considered a normal cycle for most businesses—most chalk it up to be the usual up and down of any given sales period.

That complacency ends with Marvin's sales-focused keynote. In just one hour, Marvin debunks the common myths of completing a sale and offers surefire strategies for prospecting, following-up, closing the sale, serving the customer with value and generating enthusiastic referrals for years to come.

Key Takeaways

- Master the 5 essential steps in every completed sale.
- Sell more by learning the four essential questions for every sales conversation.
- Utilize a PROVEN referral wordtrack
- Discover the benefits in tandem clients visits
- Unearth your business model's FAB: Features, Assets and Benefits

SPECIFICATIONS

Audience: Sales Professionals, Entrepreneurs, All Audiences

Focus: Evolving your selling model to add value to your customer while increasing profit in your business.

Format: 45-60 minute keynote, 2-hour breakout session, or one day workshop



Core teachings from: *Come Hell or High Sales* two CD set, Marvin LeBlanc

SALES/MARKETING SERIES:

COME HELL OR HIGH SALES

KEYNOTE

Come Hell or High Teamwork

In this action-packed keynote, Marvin will reveal his insider's secrets of building, creating and managing high performing teams.

As one of his most customized workshops, Marvin delivers a deep dive analysis into the way your team operates. Participants will be challenged to hone in on the issues and work with Marvin while he delivers effective team cohesiveness and leadership development strategies.

The takeaways from Marvin's keynote can be applied to both a personal and professional setting, as well as individual or group.

Key Takeaways

- Identify the 32 key commandments of teamwork and how to put them in action
- Utilize the five impossibles to building high performance
- Save time and money on recruitment using Marvin's employability assessment
- Uncover the 10 key questions every successful teams must ask themselves

SPECIFICATIONS

Audience: Sales Teams, Insurance Agents, Associations, All Audiences

Focus: Teams struggling with forward momentum, Managers of underperforming groups

Format: 45-60 minute keynote, 2-hour breakout session, or one day workshop

WHAT TEAM MEMBERS WANT



Download your FREE copy of What Team Members Want by visiting, www.MarvinLeBlanc.com/Freebies

TEAMWORK SERIES:

COME HELL OR HIGH TEAMWORK

KEYNOTE

Come Hell or High Leadership

Your title/position in the company does not make you a leader. Leadership is never a destination. It's all a journey. It is selfless, difficult and challenging—but amazingly rewarding.

Marvin peels back the layers and myths of leadership and what you can do to become the leader you've always wanted to be.

The takeaways from Marvin's keynote can be applied to both a personal and professional setting, as well as individual or group.

Key Takeaways

- Revisit "old school" goal setting.
- Unleash the power of dartboard focus.
- Master the art of saying "no" the creation boundaries.
- Discover the difference between mind-boggling vs. mind-bundling activities.
- Utilize the six rules to effective meetings.
- Learn what your team members want (*15,000 team members tested and approved)

SPECIFICATIONS

Audience: Leadership Teams, Sales Professionals, Entrepreneurs, Executive Retreats

Focus: Develop the leadership tools needed to increase business performance, teamwork, and employee engagement.

Format: 45-60 minute keynote, 2-hour breakout session, or one day workshop



East Jefferson Business Association Luncheon

LEADERSHIP SERIES:

COME HELL OR HIGH LEADERSHIP

WHAT THE WORLD IS SAYING ABOUT MARVIN

TESTIMONIALS &
RECOMMENDATIONS

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"Marvin is a unique combination of seasoned businessman, sales expert, team motivator, and practitioner of leadership "in-the-trenches." Bottom line - he knows how business works, he knows how sales are won (and lost!) and what makes for a resilient team and an enduring organization."

- David Newman, Owner of Do! It Marketing

"It is so good to see the fire and passion you possess in coaching others."

- Ben, Private Client

"Marvin has not only rebuilt his agency into a very successful one, but has shared his inspirational story in both print and in personal appearances all over the country. He is truly the epitome of, "When life hands you a lemon, squeeze it, add some sugar and water and make yourself a lemonade."

- Steve Borklund, Owner of Steve Borklund Insurance Agency

"The personal and business lessons included in the *Come Hell Or High Water* are invaluable. I highly recommend this book to anyone who wants a well laid out plan for self-improvement, both personally and professionally."

- Mike Stoiber, Owner of Michael J. Stoiber Insurance

"Marvin is the REAL DEAL! There is no better proof than his business success and his amazing presentations."

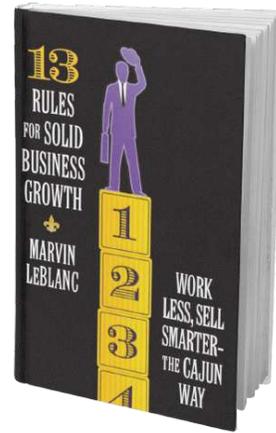
- Richard Melancon, CPA

"Marvin's incredible devotion and desire for his industry is impeccable and shows in his actions. He has a sense of humor but understands the importance of changing peoples' lives!"

- Deanna F, Owner of Copytalk

PRINT/DIGITAL:

BOOKS AND PUBLICATIONS

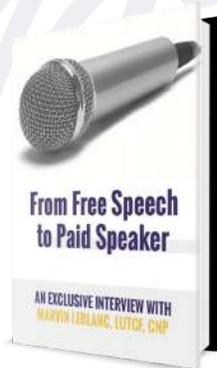


COME HELL OR HIGH WATER: LIFE LESSONS FROM HURRICANE KATRINA

Are you part of the many institutions that are stuck under the deep and murky waters of issues that come with running a successful organization? Don't let your team drown any longer.

13 RULES FOR SOLID BUSINESS GROWTH

Using simple and powerful words and stories, the "Come Hell or High Water" guy delivers 13 no-fluff, street-based strategies and lessons for the everyday small business owner: all in the size of a pocketbook!



FROM FREE SPEECH TO PAID SPEAKER

From Free Speech to Paid Speaker offers a uniquely candid perspective on balancing entrepreneurship in the speaking business while learning to add value to your keynote.

COME HELL OR HIGH SALES

This 2 CD special set includes all of Marvin's sure-fire strategies for prospecting, following-up, closing the sale and serving the customer value-driven products.