



FEATURED SPEAKER

BRUCE CARTER



**Tuesday March 23
10:30 - 12:00**

FAMA MEETING KEYNOTE PRESENTATION: CUSTOMERS FOR LIFE

Customer . . . the good ones are hard to come by these days. In these challenging economic times it is essential that fire protection organizations pull out all of the stops when it comes to keeping their customers happy and in the fold.

This program will provide dozens and dozens of useful strategies for keeping customers coming back year-after-year by sharing the 15 *Characteristics and Qualities* today's buyers demand from their customer service providers. The *CUSTOMERS for LIFE* audience will walk away with a crystal clear picture of exactly what it takes to do just that – keep customers for life.

Bruce's Biography:

For over 25 years Bruce Carter has been an "on the truck, at your service, in the trenches" fire protection professional. Starting in 1980 as a fire extinguisher service technician for a mid-western fire protection company, Bruce has been involved in nearly every aspect of fire protection sales and service from portable fire extinguishers and suppression systems to fire alarms and security.

As a service technician, sales representative and manager, Bruce understands thoroughly the challenges faced by today's fire protection professional and speaks their language clearly. With an extensive track history of record-setting sales accomplishments of his own, Bruce can provide a fast tracked pathway to fire protection sales success for anyone with an ear to listen and a desire to excel.

As a speaker, Carter's communication credentials are equally impressive. As a past member of the Zig Ziglar Corporate Training Team, Bruce knows just how to educate, inspire and motivate an audience. Overflowing with usable content and practical information, his presentations are entertaining and thought provoking and best of all — they inspire people to take action!

With a presentation delivery that is down-to-earth and uniquely his own, Bruce presents a message with humor, wit, and a healthy dose of enthusiasm... his style can be described as nothing short of contagious!

Bruce's Website:

<http://www.nafiresales.com/>