

David Saxby

David Saxby, President of Spark Communications Inc., is an entrepreneur, professional speaker, and business consultant.

David has successfully built several successful marketing firms in Western Canada. He started his first marketing communications company at the age of 23 and grew it from one man to one of Western Canada's leading marketing communications firms. He attributes much of the success of his businesses to three things:

- 1) getting fired
- 2) developing an innovative approach to marketing and
- 3) creating strategic alliances

David believes that there is a tremendous opportunity for business people to develop business through strategic alliances. Several of his strategic alliances have existed for over for over 15 years and have generated as much as 50% of his business revenue. This presentation is aimed at providing you with insights into how you can build brand recognition and grow market share through strategic alliances.

David is a past president of the Calgary Chapter and a Past National Director of CAPS (the Canadian Association of Professional Speakers).

He is an author of two books; Customer Service Goldmine and Sales Guru's Speak Out. (Sales Gurus Books - for sale today \$24.95)

Please welcome David Saxby with his presentation
Getting the Most From Your Strategic Alliances