

Fran Berman



Speaker ♦ Author

Dynamic!
Energetic!

"Very few speakers take the time to learn about the industry and association they will be addressing. You are an exception."

Larry Davenport

The Kellen Company / The Vinegar Institute

Motivating!
Informative!

"No matter how technical the topics are, she always knows how to keep the audience involved ... always interesting, informative, and well prepared."

Seth Golbe

Laptop Expositions

Entertaining!
Inspirational!

"Attendees were all renewed with determination, inspiration and information to accomplish their individual goals."

Gary Liss

California Resource Recovery Association

Keynotes
Break-out Sessions
Half- and Full-day Seminars

BUSINESS WRITING ♦ CUSTOMER SERVICE
PRODUCTIVITY ♦ CHANGE

- ♦ Business Writing that Means Business
- ♦ Championship Customer Service
- ♦ Priorities and Projects:
Getting the Right Things Done
- ♦ Sailing the 7 Stormy C's of Change

Now you can:

- Find innovative solutions*
- Break away from ineffective ideas and methods*
- Change your attitude, your habits, your life*



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About Fran Berman

When life seemed a dead-end, Fran Berman changed careers, geographies, and herself to make a fresh start. She motivates her audiences to find innovative solutions to today's challenges and incorporate practical strategies immediately. In her upbeat programs, you'll learn how to:

- ✦ Take charge of change
- ✦ Become more effective
- ✦ Be positive about life's challenges

A published author and recipient of the coveted Gold Microphone Award, Fran is an internationally known keynote speaker, trainer, and seminar leader. She has many years of in-depth experience with companies like American Express, National Car Rental, Braniff Airlines, Tandy, and AST Computer. Fran relates theory to the realities in our fast paced, high tech world.

She has been a training manager, an award-winning salesperson, and a sales force automation project manager. Fran has presented hundreds of entertaining and informative keynotes and seminars to large and small corporate, public, and association audiences.

Fran has been quoted in and written for *Sales & Marketing Management* magazine, the *Los Angeles Times*, and other publications.

With degrees from La Sorbonne in Paris, the University of Massachusetts, and the University of Redlands, Fran is an active member of:

- ✦ National Speakers Association
- ✦ American Society for Training & Development

Partial Client List

American Assn. of Critical-Care Nurses
American Business Women's Association
CalOptima
City of Los Angeles
County of Orange
Foster Wheeler Corporation
General Motors Corporation
Int'l Facility Management Association
International Special Events Society
Investment Recovery Association
Network Hardware Resale, Inc.
Parker Hannifin Corporation
QUAD/Graphics, Inc.
Rental Industry Association
Shell Oil Company
Soc. of Government Meeting Professionals
Stanford Linear Accelerator Center
The Aerospace Corporation
United States Department of the Interior
University of Alberta

Fran's Most Popular Topics

✦ Business Writing that Means Business

Does your writing earn you respect from management and admiration from your peers, or destroy your credibility and undermine your job effectiveness? Improve your business writing and become an indispensable member of the team.

"Any seminar can tell you how – Fran also told me why!"

Ted Cerise
Orthopedic Associates

✦ Championship Customer Service

Word-of-mouth can drive prospects to your door or lose them forever. Learn how removing six barriers between you and the customer will build solid rapport. Identify telephone tactics that work and simple secrets to defuse an explosive situation.

"...highly interactive...very beneficial...Fran's energetic style was an asset."

Gloria Land, County of Orange

✦ Priorities and Projects: Getting the Right Things Done

Have you ever stayed awake at night worrying how you're ever going to do all the things you have to? Are you always playing catch up and never moving ahead? In this entertaining and information-packed program, you'll learn proven techniques, tools, and shortcuts to fulfill project expectations and control procrastination, interruptions, and stress. At last, get the important things done!

"Your session ... exceeded their expectations and contained practical information ... nothing but the best of comments."

Carol Peterson, American Business Women's Association

✦ Sailing the 7 Stormy C's of Change

The business model that worked yesterday is obsolete today. Family life isn't what it used to be. And change is happening faster than ever. Be a victor, not a victim. Find out how to manage change and keep your life in balance.

"You actively involved everyone...to immediately integrate what they learned and affect positive changes. You consistently earned the highest ratings."

Walter L. Williams, Associated Travel Management

Other Titles

- ✦ **Life After Layoff:
Survival Skills for Those Who Stay**
- ✦ **Finding the Right Balance
as You Realize Your Dreams**
- ✦ **Clear the Mess, Find Your Desk**