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## **Presentation: *Know Your Marlin***<sup>™</sup>

In the early morning light a contingent of highly skilled and committed fishermen depart from the coast off Cabo San Lucas into the Pacific Ocean in search of their prized catch – the majestic Marlin. While the Pacific Ocean is the largest body of water, teeming with hundreds, if not thousands, of fish, these fishermen consistently and routinely catch their targeted prize.

How is it that these fishermen head out into the largest ocean in the world and regularly land their prize?

They are successful in their fishing efforts for the following reasons:

- *They know exactly what they are looking for and why*
- *They know precisely how to find it*
- *They know what their marlin likes*
- *The know how to bring them into the boat.*



Effective prospecting and sustainable business growth is just as simple. Sustainable business growth is the result of a reliable, repeatable and focused process. It is not the result of “fisherman’s luck,” where any fish will do; it the by-product of a carefully designed and orchestrated success model that puts prized fish into the boat systematically and repeatedly.

The **Know Your Marlin**<sup>™</sup> Presentation provides sales, marketing, and leadership professionals with the insights and the tools to focus their growth activities on systematically predictable and repeatable success. Participants in this keynote and workshop:

- Discover and identify where they are most successful
- Focus their growth on efficient activities and repeatable processes
- Utilize the tools and tactics that make growth predictably and sustainable
- Coordinate their growth efforts throughout the organization in a team-oriented manner

*“You got their hearts and you helped us a lot”*

*“You motivated them [our team] to take the initiative to drive change”*

*“His approach was refreshing and very effective. He made us all think”.*

For more information on how to book Dave Cooke for your next program or event, please contact him at **602.903.2074** (office) or [dave@salescooke.com](mailto:dave@salescooke.com) (e-mail).



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## About Dave Cooke

**International Keynote Speaker | Author | Trainer**  
*Growth Strategist for Turbulent Times*

*“His core philosophy is centered on behaviors  
that not only make you successful in business, but in life.”*

*“Dave Cooke is an exceptionally gifted speaker, trainer and motivator.”*

Companies from all over the world seek out Dave Cooke to deliver a message of change and passion and to develop educational programs which increases revenues, improves profits and facilitates open communication.

With more than 25 years of experience in literally touching the lives of thousands throughout his career, Dave developed a different following in 2010. With complete honesty and vulnerability Dave shared his personal triumphs and adversities, in the 100 Pedals Story ([www.100pedals.com](http://www.100pedals.com)). This story chronicles Dave's journey of discovery and change while in the midst of coping with his son's heroin addiction.

Dave is gifted in working in turbulent and chaotic corporate environments. Having taken the lead in multiple organizational turnaround projects and post-merger transitions, Dave excels at leveraging his keen understanding of the challenges organizations face in 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. He brings refreshing insight, enthusiasm and an inspirational perspective to the current trends and complexities of today's business environment.

Some of Dave's most popular training and keynote subjects are:

- **The Fundamental Foursome of Change**
- **Connecting Team and Passion to Company and Profits**
- **Sales and Inspiration: Where Increased Revenues Intersect**
- **Building Leaders among a World of Followers**
- **Know Your Marlin: Creating a Predictable and Reliable Sales Result**

Dave Cooke has engaged with some of the World's foremost leaders in change, including: *Alcoa, Allsteel, Aramark, BASF, Bosch, Cintas, Comerica, Detroit Diesel, Dow Chemical, ETAS, Flagstar Bank, Herman Miller, Hilton, Lear, Marriot, Meridian Bank, Peter Basso Associates, Roush Industries, St. John Healthcare, Steelcase, Textron, Tower Automotive, US Steel, Wells Fargo and WPP.*

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