



A facilitator who consults. A consultant who teaches. A teacher who speaks.

SYNOPSIS: IAN RHEEDER

FACILITATION ABILITIES

Ian Rheeder is a registered Chartered Marketer, has an MSc in Leadership, is a Training Assessor and Professional Speaker (Professional Speakers Association Past President). Ian differentiates himself as a specialist in three disciplines: Sales, Marketing and Leadership. With abundant past career experience in both B2B and FMCG, Ian is a fulltime Marketing Consultant, Speaker and Author of 31 Marketing and Leadership Programmes, spending much of his time facilitating Strategic Workshops with clients.

31 Strategic Marketing & Sales Programmes Written

Strategy & Leadership

1. Marketing Strategy (How to attack a competitor, etc, etc, etc)
2. Segmentation, Targeting & Positioning (STP) Strategy
3. Personality Profiling (For Selling, Negotiating Skill & Consumer Psychology)
4. The 7-Deadliest Marketing Sins and Solutions. See http://youtu.be/PBI5_Z254uk
5. Success in a Recession & How to Attack the Industry Leader
6. Downturn-Exploiting Strategies (Recession Proofing)
7. Presentation Skills (1 – 2 Days)
8. LEADERSHIP: The Neuroscience of Leadership, Neuroscience of Persuasion
9. Leadership in a Customer-centric Service Organization
10. The Neuroscience of Success ('motivational')

Marketing & Sales Management

11. Return On Marketing Investment (ROMI), and dozens of other Marketing Metrics
12. Marketing Simulations (Live Marketing Games, Launch a Marketing & Sales Strategy)
13. Marketing a Professional Practice (Consultants)
14. Marketing Management (any marketing subject you can think of)
15. Sales Management (planning, organising, leading and controlling your team)
16. Hospitality Marketing & Sales Management
17. Ethically Marketing your Medical Practice
18. Customer Experience Management, Customer Care & Services Marketing
19. Psychologies of Customer Experience Management (CEM)
20. Research Methods (1 to 5 days)
21. Stakeholder relationships/strategy/engagement
22. Channel Management
23. Rural Marketing

Selling & Key Account Management Skills

24. High Trust Selling Techniques (any sales subject you can think of)
25. Clinching The Deal, and Consulting Skills.
26. Key Accounts Management (KAM), Strategic/Enterprise Partnering 'Selling'
27. Negotiation Skills with Objection Handling (Neuropsychology of Persuasion.)
28. Presentation Skills
29. Body language for negotiators, See video <http://www.youtube.com/watch?v=X3OzVaYs0v8>

Promotion

30. Promotional Strategy
31. Managing a Marketing Campaign or Project

GIBS uses Ian Rheeder:

Voted the top-40 best business school in the world (2007-2017), the Gordon Institute of Business Science (GIBS), has used Ian monthly since 2007 for their corporate programmes.

**Gordon
Institute
of Business
Science**
University
of Pretoria



Below are just a few of the hundreds of great references received over the years.

Strategy/Consulting

<p>2 - 3 days Key Accounts Management (KAMsa)</p>
<p>Application of knowledge gained: <i>Yes indeed, will be able to apply. It will help me guide my Sales Team in better understanding our Customers and develop sustainable strategies to add value & grow stronger inter company relationships.</i> Facilitator: <i>Very good. A great course, very relevant and current. Excellent value!</i></p>
<p>Ian's interaction with delegates was excellent. KAM has given me more insight into my key accounts & personality profiling customers.</p>
<p>10/10: One of the best training courses I have been on in my 6-years at Massbuild. I enjoyed the section on asking the right questions & planning. Easy to grasp and implement. Previously I did the <i>Miller Heiman Sales</i> training which was a waste of money; it was not only impossible to implement, but we also lost some of our top salespeople because of the complicated and time wasting methods.</p>
<p>Ian is very knowledgeable, engaging, supportive, clear and currently practically involved with the KAM subject. His presentation technique was excellent.</p>
<p>I can now implement a quality plan. Ian's knowledge is excellent, his presentation brilliant.</p>
<p><i>Yes, There is so much logical information that we should be aware of that we are not! A true insight into the depths of KAM.</i> Facilitator: <i>Immense. Superb. All round perfection.</i></p>
<p><i>The course is perfect as is, and gave me the tools to embark on a comprehensive plan. Ian was fabulous! Presentation was excellent!</i></p>
<p><i>Definitely be able to apply knowledge.</i> Facilitator: <i>Brilliant</i></p>
<p><i>Using the Strat-maps will enable me to better manage and gain more key accounts. Techniques throughout gave me more insight into my Key Accounts.</i> Facilitator: <i>Very knowledgeable, can see he has a wealth of experience.</i></p>
<p><i>Yes, a good tool to use to really get to know your KAs.</i> Facilitator: <i>Excellent presenter. I was negative in the beginning, but what a learning curve!</i></p>
<p><i>Most certainly can apply this knowledge. The course content and structure would assist me in better understanding as to how my competitor can be kept at bay by me ensuring I have a solid structured plan in place.</i> Facilitator: <i>Brilliant. Great course.</i></p>
<p><i>This KAM course is logical & easy to understand. The most logical strategy workshop that I have attended thus far.</i> Facilitator: <i>Obviously highly competent.</i></p>
<p><i>All my clients will benefit. I know how to strategise now & understand personality styles. Ian knows what he is talking about.</i></p>
<p>Dear Mr. MD, I found the training to be very useful and I am highly appreciative of ... (Pty) Ltd having set up these sessions. It is a clear indication that the pivotal role that KAMs play in the business is recognized and hence the investment in providing direction and structure to us, with the assistance of Markitects. The training has definitely encouraged me to take a closer look at my management strategy of my key accounts and has reinforced the fact that we are strategic management consultants. Thank you once again for the opportunity to be trained by a person with such expertise. Regards, Ursula</p>
<p>"We need to attack a competitor, and as mentioned on the telephone you were highly recommended to us by Grant X, Group Executive of the Altron Group." Mar 2007.</p>
<p>The information transferred was extremely useful. The programme is highly practical and relevant to our SBU. All the necessary theory was adequately covered. The facilitator once again shared his expert knowledge and experience with the group. His personality does enhance our learning.</p>
<p>Expectations met 9/10. Really insightful & practical. A lot of key tips, but above all, all the models & templates are priceless.</p>

Expectations met 10/10. Fantastic! A brilliant summary of all the best marketing teaching available. Excellent slides. Recommend to any marketing consultant.
This strategy course is easy to implement, and I believe I'm going to assist my organisations with their strategy now. Ian is a gifted facilitator. Excellent course and worth redoing for future refreshment.
The easy-apply-nature of the course has made the application of the theory easy. Extend the course in future. Ian is very knowledgeable and has a hands on approach to any strategy scenario. Really eye-opening and less complex than anticipated.
Will definitely be able to apply this knowledge. More focussed. Ian's facilitation is excellent; the Marketing Strategy course is the most relevant training programme I have attended.
Thanks for a great few days. I found it extremely valuable. Regards, Alan Bell, Business Director
Thanks again for a great course we are already applying the learnings with several Clients. Regards, Doug Mayne, Group Account Director, Ogilvy
Excellent course. Ian you score 10/10 for your tremendous insights, excellent strategy and analytical models.
We've used the services of Ian Rheeder for the last few years and he helped us greatly. Using his "know-how" we've gained an upper hand over our competitors and secured new contracts. His techniques work like a charm. Signed up 14 retainer in just 3-months! Cracked it wide open!
10/10: He knows his subject. Uses practical examples and used audiences companies to explain concepts. Very interesting subject.
10/10: Very dynamic. Ian has a deep knowledge of marketing.

2-days, Sales Management
Knows what he is talking about. Been there, done that, got the T-shirt.
10/10: Excellent. Background knowledge on so many skills. Many practical exercises to use in the workplace.
10/10: Printed material & slide show is of high quality. Very relevant examples. Forecasting techniques will be a great help.
This is one of those courses that will turnaround a business. Ian was excellent.
The course was intensive and informative – and I will be able to apply the knowledge. Ian is very knowledgeable and has sound experience. The course is very relevant to the modern sales manager, and instils a good business sense.
I will definitely be able to apply this in the work environment. Ian's knowledge was substantial and he kept us interested.
Ian was excellent. Forecasting & budgeting had the most impact for me.
The course was amazing and I thoroughly enjoyed it. Wish it was longer.
"Ian Rheeder is a marketing genius – I implemented a few of his selling tips and became our top sales consultant. His sales management training directly led to my promotion." (Emigrated May 2007)
10/10, I did not get bored, very interesting, quotes top people in the industry, well read, and most importantly has practical knowledge, thank you!
9.5/10, I'm impressed with the knowledge of the presenter, I can use the course notes in my environment.
10/10 Good knowledge about most industries. Slides and marketing knowledge exceptional. Can't wait to apply all I have learnt.
10/10 Ian knows his subject matter. Learnt a lot on strategic planning, budgeting, analyzing competitors, managing staff activities etc.

2 - 3 days, High Trust Selling Workshop (CUSP Sales Technique)
10/10 for relevance. I now have the solution when clients object to my quote. I am now a better sales consultant than I was yesterday; and keen to sell.
(10/10) "I now understand how all the aspects of selling and negotiation fits together into the bigger picture."
"Tools are easy to implement"
"This is one of the best programs I have attended, it is practical and easy to apply. Thanks Ian for being a knowledgeable and great presenter."
10/10. I now realise my mistakes I've been making. CUSP is easy to implement and clear. Opened my mind.

<p>10/10. Interesting & interactive. The time went so quickly; time flies when having fun. Feedback was very positive, and a couple of sales consultants have already told me they are closing deals using your CUSP system.</p>
<p>I will be able to apply the knowledge to respond to objections and close more deals. I will be more conscious, specifically when on a sales call. Another day on body language and role-playing would be nice. Facilitator: Ian has a high level of motivation and knowledge. I appreciated all the examples and Ian's practical experience. You are a great catalyst for motivation. I have started to use your stuff...and it works!</p>
<p>Hi Ian, Thank you very much for your presentation last week; I found it extremely informative and entertaining. I have used your two questions to great success in the past few days. Kind regards, Mike.</p>
<p>Definitely will be able to apply the knowledge. Selling principles is probably my biggest weakness at this stage of my career, as it has never been explained. I was selling too much on common-sense before. Would like to do full role-play (full presentation) in the future. Facilitator (Ian Rheeder): Very good</p>
<p>Yes, the methodology and structure of the training will allow me to implement the training tomorrow. Facilitator: A high standard across all disciplines. Thanks for the valuable information. This is a course I can really use!</p>
<p>I have learnt many new ways of dealing with customers. Facilitator: Very well informed speaker. Not boring. Very interactive.</p>
<p>Yes, my approach will be much more structured in the future. I now know which questions to ask. Thanks for the well-structured notes! Well done. Facilitator: Excellent; lots of knowledge with many relevant examples. Very pleasant to listen to. Thanks!</p>
<p>Good layout of course. Will now be better equipped to meet new/existing clients. Facilitator: Well equipped to teach. Good listener too.</p>
<p>Yes will be able to apply the knowledge. All management should attend this course. Facilitator: Vast knowledge with good examples. Can see why he is a successful sales/marketing manager. Not looking forward to the role-playing next week (3rd day of course)</p>
<p>More people in the Chubb Group should do Ian's course. Facilitator: Excellent knowledge and skills. Thoroughly enjoyable.</p>
<p>These techniques are unique to our business. Will be able to apply them. Facilitator: Ian's knowledge is excellent. His skills brilliant.</p>
<p>Great ways of handling objections, and explaining why we have a higher price. Very useful. Make the same course available to management; they must become aware of our problems/concerns. Facilitator: Ian developed a good grasp of our business quickly</p>
<p>Will be able to apply knowledge, especially understanding personality types. Facilitator: Excellent</p>
<p>Will highly recommend & refer. Very interesting, insightful and kept the delegates interested. I am in awe of Ian Rheeder! Overall it is the best course I have ever been on, not one dull moment. AWESOME!</p>
<p>Program Leader's knowledge: Ian's knowledge is boundless. His course was extremely informative and enjoyable.</p>
<p>Presentation was excellent! We all did the practise sessions and everybody understood the course.</p>
<p>Presentation: Unparalleled!</p>
<p>Will be able to apply the knowledge: Yes, it has opened my eyes in so many areas...</p>
<p>Hi Ian, I just wanted to drop you a line to say a BIG thank you for the Sales Training last week in CT. I have done many courses both in the UK and Australia none of which were as inspirational as yours. I have been on a permanent high and feeling very positive not only about my work but about myself. So thanks again, I look forward to the next course on the 30th 31st July. Kind Regards</p>
<p>A great course experience. I learnt a lot and enjoyed every minute. I know I will use all the info in my business. The knowledge gained including all the notes has taught me about my personality type, & how to approach a customer with a positive self-esteem.</p>
<p>"Great background with scientific support, great skills" "Well read, good overall knowledge of the industry"</p>
<p>Ian - thank you - my team enjoyed your session and we shall no doubt use your services for our next one.</p>
<p>Thanks very much, the training was truly beneficial. The objection handling was awesome; I've given that a lot of thought, and the steps (as well as the order of the steps) just seems bulletproof! I was really interested on your inputs regarding body language, this has always intrigued me and I felt</p>

that your explanations on the various negative and positive body language was substantially more logical than some things I have heard in the past. Thanks again, it was a great opportunity.
10/10 Ian is very experienced and a confident facilitator . He's well read and used real examples. I have learned a lot more to manage a sales team and sell.
Score 10/10 for application: "I will be able to apply the CUSP Sales Technique. Did SPIN Sales Training last year and it terrified me!"
10/10: Ian is brilliant. His knowledge about sales is excellent. Would definitely recommend him.
10:10: Brilliant course work, truly insightful and brings purpose to sales positions at Sun International. Every delegate (x18) scored Ian 100%!

Neuroscience of Selling, 1-hr talk, 2-day workshop
Fabulous event and very interesting speaker. Really beneficial to everyone!
Guest speaker and other info were brilliant and will definitely assist me in achieving my own goals
The speaker was quite outstanding and very relevant to the challenges faced during the present economic challenges.
The presentation was professional, highly interesting and entertaining
I thoroughly enjoyed the presentation as it was reasonably timed (not overly long) to the point and very interesting. It did not follow the 'usual' style of selling presentations and therefore was extremely appealing.
Excellent talk. The presentation was so informative and i found it very helpful.
Extremely good. The 1-hour presentation was very interesting but felt 'short'
The speaker was fantastic!
The information presented was highly informative and I came out of it enriched! The speaker was very good at presenting it too. Thank you very much for such an experience.
What a brilliant speaker. It was a thoroughly enjoyable morning.
Great speaker, really interesting and helpful. Relevant techniques that can be used in our day to day selling. Enjoyed the morning.
This is probably the most helpful and useful function I have attended . Thank you for the invite.
I absolutely loved the topic and the content, and found it very helpful and interesting.
10/10: Best sales training that I have attended. Definitely equipped to handle objections. Ian's knowledge is brilliant. Kept me interested all the time. Compared to other lecturers, he's brilliant.
10/10: Motivational and relevant. Easy to implement as the programme was practical. This programme was unique and very interactive.
10/10: Excellent training course. Helpful on an actual sales call.
10/10: Knowledge and subject expert; awesome presenter and top speaker. The best we have ever had. Ian was knowledgeable and engaging.

Promotional Strategy, 3-days,
10/10, Perfect , and very relevant to todays changing world.
9/10, Good presentations skills and always gave practical examples, Ian knows the subject .
10/10, Fantastic , using relevant and recent examples of companies I could relate to.
Most definitely will be able to implement knowledge. Programme was well thought out and presented in an excellent manner. Group participation contributed to the overall effectiveness. Even more group work would have been better. Ian is well versed, very intelligent, and provided a lot of feedback. Got me thinking and inspired! Excellent programme; well done.
Practical and applicable. We will change a lot to suit our promotional strategy now. In about 10 months time it would make sense to scrutinise the 8P mix again. Ian was excellent. This course should be done every year.
Yes, this knowledge will help me in my current job when placing adverts. Ian's knowledge and facilitation skills are excellent.
Helped especially with targeting foreign exhibitions and the preparation of adverts. Ian showed a very high level of practical application and experience.
The course was practical and can be applied. Learnt a lot in 3-days. Ian's course content & knowledge is excellent. Ian also keeps us awake all the time! Good presenter. We should use

Ian often on our Marketing Management courses. He is excellent in all aspects of training.

This course has given me another angle to Export Promotion, i.e. the way I will approach promotion and the marketing of SA products. More time would have been nice. **Ian is a skilled facilitator and very knowledgeable, gave practical examples. This should be an annual course** and be included in our Export Promotion workshops.

Principles of Marketing 3- day Programme

The facilitator shared his expert knowledge professionally. His personality and patience to explain new concepts are extremely reliable.

He has wealth of knowledge and excellent facilitation skills, training was excellent!

It is practical, implementable, simple to execute and inspiring and it has created AIDA.

Excellent!! I have never seen a person like this; well qualified but listens to people who are not as educated as he is and that is the 'click whirr'. He must work with the dti very closely.

He can be recommended to any organisation. He knows his work!

Very knowledgeable; the best facilitator. Gave relevant examples on each topic.

Of the 120 marketers you trained at the MAZ Winter School (June 2013) **there was not one single negative comment.** That was remarkable. We'll hire you again.

**Marketing & Sales for Entrepreneurs, 1-day Programme
SAB KickStart**

I just wanted to thank you for the incredible lecture you provided for us at GIBS this past weekend. You are truly an inspiration! You kept us so captivated and really came down to our level to help us understand things simply. Thank you for making us aware of the many opportunities and possibilities out there for us as creatives.

The 60 x SAB KickStart entrepreneurs absolutely loved your session and the learning that they've taken from the module. They also liked the simplicity of your facilitation style and your visual aids (presentation, videos, case studies, exercises etc.).

The standing ovation we all gave you was no coincidence. Just a quick email to thank you again for the wonderful lessons you taught myself and 59 other young treps at GIBS last week. The change you made in all of our thinking and lives is quite tangible and has been immediate. Cannot thank you enough sir!

@ianrheeder is so good at teaching sales and marketing that he received a standing ovation from 60 @SABKickStart entrepreneurs after his training

Thanks Ian for an amazing lecture, you delivered it well and professionally -you're the best!!!

Public Talks to SA Exporters (90 mins)

I am so glad that I was able to sit in on your session. Very interesting, and, not surprisingly, I learnt facts as well as technique! Thanks Ian. You had lovely touches of humour - men do humour so much better than women, I feel.

I would like to tell you that you were a STAR at the DTI workshop. I enjoyed your talk so much! It was exceptionally interesting; and the way you presented was impressive! **Can't wait to hear you again.** Business Manager, Essel Cosmetics

Recently I attended one of Ian Rheeder's lectures and found him excellent, innovative and original in many ways. Therefore I decided to send this email to you in case you are looking for a high-calibre marketing guy, **who knows his subject thoroughly and who is dynamic, motivational and novel in his approach.**

45 mins, Segmentation, Targeting & Positioning (STP), Hyatt Hotel

Ian Rheeder - 2nd best speaker vs. 18 other speakers

Exciting, practical, great content, **engaging presentation**, excellent Delivery."

"Easy to understand, very active (**good personality**) and professional."

"Fantastic! Well spoken. **Eye opener!!** Learnt a lot."

2-days, Segmentation, Targeting & Positioning

It was a pleasure meeting you and I would also like to once again thank you for your **excellent**

presentation in New York. It was good to get a broader perspective on sales and marketing issues.

3-hrs, Understanding Personality Styles for Profit

Firstly thanks very much for the lecture on Tuesday evening, it was **brilliant**.

I would like to be added to your "Weekly Marketing Tip" please.

I have just completed my conference feedback list and of the **90 forms received 86 said they absolutely loved your session** at the conference. (Feb 2009)

3 Hrs, Life Coaching

Compared to other facilitators **Ian exceeded our expectations** vis-a-vis knowledge & presentation skills. We will consider using him again.

Thank you very much for the informative training session you gave to the Tyson Properties team. My agents are **very positive and all fired up** after the conference.

Hi Ian, I just wanted to drop you a line to say a BIG thank you for the Training last week in CT. **I have done many courses both in the UK and Australia none of which where as inspirational as yours.** I have been on a permanent high and feeling very positive not only about my work but about myself. So thanks again, I look forward to the next course on the 30th 31st July. Kind Regards

Customised Training

Mr Rheeder has shown great commitment, enthusiasm and professionalism while training and has since been in **great demand throughout industry**. He relates well to his audience, gets the audience to interact during his training and also provides information to his clients on an ongoing basis. His subjects are well researched and he shows great in-depth knowledge of these topics, which he presents with great confidence. Mr Rheeder has also been requested to undertake training in all SA provinces and in the USA on Export Promotion for **the dti**, and has also been extended an invitation by the Department of Foreign Affairs to participate in the Capacity Building training.

2-Days, Managing a Marketing Campaign

I will be able to manage my campaigns more effectively by using charts, deadlines, & assigning responsibilities. Most importantly, I'll be able to determine the ROI/ROCI. Ian has extensive knowledge – **if he had been my lecturer at varsity, I would have passed marketing & communications with an A+.**

(Presentation 10/10), Years of experience & knowledge shared with us! (Knowledge 10/10), Brilliant. (Learnt something valuable? 10/10), Absolutely, this was a great course & will utilize info daily!

This was a well-developed programme, adapted to suit all industries. Ian was excellent – **professional, fun & experienced. Time and money well spent (and I've done a lot of courses).**

The programme was holistic, Ian's advice was cross-functional – loads of experience. The presentation was **very interactive, professional & extremely organised**. Very refreshing, engaging & promoted "thinking". Course material was easy to read, straight to the point & relevant.

Excellent – stupendous!

(Presentation 10/10), Interactive, practical & relevant to my area of work. (Knowledge 10/10), A lot of industry insights.

2-Days, Sponsorship Management

This will help me with current sponsorship deals. Ian was knowledgeable & understands his product. Excellent presentation and engages with us easily.

IMC was the best part of it and I will definitely be able to apply it; as well as the 4Rs. Ian has a vast knowledge. Excellent presentation skills, very clear & specific. Ian facilitated fantastically so the group shared with each other.

Ian was excellent – very well read & knowledgeable. Passionate about marketing. Very good balance between copy & diagrams.

Gave me a more in depth vision into sponsorship. I was motivated working with someone who has a passion for sharing knowledge.


Ian was excellent. Great notes & link to the presentation.

Course highlighted how important IMC as a whole is to sponsorship. Ian was amazing...I discovered how human psychology is critical. Ian is very interactive.

9/10, The course was very enlightening and appropriate.

2-Days, Negotiation Skills

Best sales course since I entered the sales industry. Compared to other facilitators, Ian was

excellent. Well constructed and relevant.
CUSP is the most relevant and applicable sales training I have attended in my career. I would recommend Ian's training to marketing and management. (Aug, 2017)
World class! Really enjoyed the CUSP training and learnt a lot. (Aug, 2017)
Ian Rheeder's courses are the best . Interesting and informative. Ian is miles ahead of other facilitators we've had. Way more practical & effective.
Apply the knowledge: Yes, I work with objections constantly across all the personality styles. Improve the programme? No, I was very satisfied with it.
Thank you for your time & enthusiasm during those last 2 days of training. It was an eye opener on many aspects & I shall apply those tools as much as possible.
 MCB
Rest assured the 2 day session has already started to change the way I do everything . Thank you for your inspiring negotiation tips shared with us during our sessions.
Thanks for delivering the most enjoyable course over the past few days.
I again convey to you my full appreciation of the course you gave us on negotiation skills few days ago at the MCB Center. There is no doubt that now I feel more confident and better equipped to negotiate with the bank's Corporate customers.
I just wanted to say thank you so much for the excellent work that you did in Study Block 2 of the British American Tobacco Programme in mid-July. The results are in: 99%. You've probably seen this mark many times before in your young lives but it is a first for me. Thank you and well done!
Yes will definitely be able to implement, I will handle customer's objections more effectively .
Definitely will be able to implement the knowledge. Learnt a lot of good negotiating skills that I can apply to my day-to-day job . I can see Ian has many more good tips if it was 3-days. He was excellent. Excellent method of teaching .
5/5 Thank you so much for a very interesting course. I will definitely reap the benefits in future. The course was well-presented, light and informal. I personally think that the facilitator / presenter has everything to do with it – dynamic and with a great sense of humour. Well done!!!
9.7 average score: Citi Bank 17 x Managers He was wonderful and entertaining . Very valuable information (also very practical to work situation). Ian Rheeder was dynamic . WOW. Negotiation is part of my everyday life; I never thought about it much but Ian brings it to life . Great presentation and well delivered.
9.6 average score: I can listen to Ian the whole day , fantastic lecturer. He's also good with people, gave good examples about certain topics. Ian Rheeder is smart – he's got the best tools in his kit , looking at marketing from the previous block, now negotiation skills, these marry one another perfectly. He is clear & made it easy for us to understand.
Evaluation of Ian Rheeder: 9.8/10 average from the 13 delegates (some comments) A well presented course. Kept me interested. Excellent presenter; knows his subject well. Easy to understand. All sessions were effective and useful. Ian's knowledge of the course contents is of a high standard. Ian was polite and showed his knowledge of the material he was presenting; made it fun & enjoyable. Case studies, REDS, PARs and BATNAs were my highlights.

90 min, Ethically Marketing Your Medical Practice

I was at your marketing workshop last Friday. Sponsored by Bayer. I firstly wanted to say a huge thank you for all the very **relevant advice and tips** you gave us. It was **like a breath of fresh air listening to you!!**

Impromptu Reference

Hi Ian, I just wanted to send you a quick note to thank you for all your assistance and guidance. I am currently negotiating my package for National Sales & Marketing Manager! Your ideas and principles have really made an impression on me and I have implemented most of your teachings during my business day. This has been hugely beneficial to me as I am the first person, in the history of our company, to have two promotions in the first six months that I've been with this company. (Sales Executive to Regional Sales Manager to National Sales & Marketing Manager). I am eternally grateful and would gladly be a reference for your company.

7-Deadliest Marketing Sins (60-Minute talk to various audiences)
Your talk was EXCELLENT – LIKE THE CHERRY ON THE TOP OF THE DESERT! I need you to know that I really enjoyed your talk today – please also put me on your Tip of The Month e-mail.
Dear Ian, Your command of the subject is mind blowing... I am currently studying for an MBA and have been to a number of presentations...but yours was a knock out. Best Regards, Lloyd Makanza
Thanks again for the best talk at the 2-day DTI seminar. Your talk was brilliant and kept us laughing the rest of the afternoon. I do wish we had more speakers of your caliber in South Africa. Regards, Naveen Reddy,
10/10 Absolutely brilliant. Made is very relevant for us. Well done.
It was absolutely priceless and thought provoking to hear how you make marketing so practical, the way it should be, and left out the fluff that marketers so often get caught up in.
Words fall short, I don't know how to thank you for a brilliant presentation last night, indeed everyone was happy and I am very sure you have propagated a seed of more business coming your way. I have no hesitation whatsoever to refer anyone, any company to consult you on any marketing matters. I hope this is just the beginning of our long working relationship with you. You are a true Chartered Marketer indeed.
I would like to thank you for an extremely insightful and enjoyable marketing presentation to our audience. The customer feedback was fantastic and several new opportunities have been created as a result. I look forward to future engagements!
B2B Marketing Conference (17 – 18 September 2014); Talk: 7-Deadly Marketing Sins
Hi Ian, Congratulations – out of all the 11 speakers, you received the highest ratings again! Thank you once again for your valuable contribution and excellent session! 98% score. Maureen du Toit, 20 October 2014
Comments: Excellent speaker, great content, energy and insights! Really enjoyable. Awesome, wonderful and inspiring! Absolutely brilliant – could have listen to him all day! Insightful and had good questions to audience. Very relevant, well delivered and good material. Fantastic session!

2 – 3 days Key Accounts Management (KAMsa)
10/10 Top scores for Ian's knowledge, facilitation & presentation skills.
10/10 Opened my eyes to new things in the industry. I'm highly motivated now. I learnt how to handle a key account strategy.
10/10: Opened my eyes on things overlooked in the past. The programme has given me ideas to implement.
10/10 Very interactive. Relevant to FMCG. Will assist me with my Key Accounts. The programme was user friendly and simple to understand.
10/10. In depth knowledge on the subject matter. Years of experience coming into practice.
10/10. Ian's knowledge was excellent, he has had many Clients. Very relevant.
10/10. Excellent interactions, well prepared, attention to detail. Knowledge was outstanding.
9/10. Was great to meet someone who is so eager to share knowledge.
9/10. Ian spoke eloquently & was concise. Insightful & relevant. Practical tools.
10/10. He definitely knows what he's talking about. There are many points that I will be implementing.
10/10. Ability to keep the delegates engrossed & involved through interaction. Able to answer & elaborate on questions. Info was key & relevant to adding value to my KAs.
10/10. Ian is dynamic & self-assured. He is also generous with his knowledge. He's like an encyclopaedia! Will definitely be able to implement the knowledge.
9/10. Ian was well prepared and able to answer questions. He brought in issues from many industries. Can apply in the workplace.
10/10. Very entertaining & held my attention. Ian knows his stuff.
10/10, Ian has hands on experience and this adds real value. Simple, practical, relevant & workable.
10/10. Excellent interactions , well prepared, attention to detail. Knowledge was outstanding.
10/10, I normally find it difficult to sit still for too long. It was not a problem at all during the 2-days. Very clear and used good examples

Key Account Management

10/10. He was very lively and gave practical examples; the kind you won't forget.

10/10. Excellent! Very energetic, passionate, motivating and inspiring. Like to have him more often for training.

10/10. Amazing way of putting things across.

10/10. Warm with a great sense of humour. Very knowledgeable and encouraging. Simply awesome!!! I now have a plan that will guide me.

10/10. Has an all round knowledge of topic, which made it enjoyable and informative. Would love to have him back to do more training.

10/10. Lots of analogies backed by factual research. His style is not monotonous. I liked the interaction with the audience. I have realised that I need to do serious planning and needs analysis before meeting my key decision makers.

10/10. Presentation skills brilliant. This course has opened my eyes.

10/10. Very good command of subject. Practical experience. Good use of visuals. Maintained interest.

It was a great pleasure and an honor being part of the team that you shared your most valuable marketing experience with. You have been such an **eye-opener**. The content of your course and the mode of delivery was **beyond my expectations**.

I attended a training with you in January 2011 in Lusaka on Key Account Management; I should mention that its helped me improve my relationship with my key accounts. I'm **maximizing those profits!**

Excellent! Ian surpassed my expectations. I learned so much and have been **blown away**. Thank you. AA – Automobile Association, KAM, Andrea Mentor, andrea.mentor@aasa.co.za

10/10, Very good/sound sales & marketing base for this programme. Yes, will be able to apply this knowledge. My KAMs need to raise the bar regarding their interaction and negotiations. **I believe that applying the knowledge learned will do just that.** Well done.

10/10. Extremely factual & informative presentation, **presentation skills & explaining in a simple way was brilliant.** Yes, will be able to implement, with the presentation slides (PowerPoint plan) we will be able to drill down into the KA & implement strategies.

10/10. The knowledge shared is mind blowing.

10/10. He made me aware of things which we actually ignore.

5/5 Ian, I must say attending your KAM course really changed my life. Setting up meeting was easy, as you have stated in KAM material pack. The Blocker simply turned into a Guide, and we are working together to grow the business.

10/10: Relevant, useful and achieved my objectives of attending. Ian's training brought a wealth of information and structure to my job. Besides the strategy, loved personality profiling and body language.

10/10: Learnt SO much and changes my way of thinking completely. Fantastic training style. Loved Ian's knowledge and all the examples. Extremely professional and interactive presentation style. Went beyond my expectations of achieving course objectives.

10/10: Current, refreshing, Ian is hugely knowledgeable, course was way over my expectations. Would recommend this course to any key account manager.

Business Research Methods

10/10 Excellent facilitator. **Excellent course.**

10/10 Practical info offered by facilitator. **Extremely useful & valuable.**

10/10 Very beneficial course. **Passionate lecturer.** Ian is very clear on the subject.

10/10 I have **learnt more** in five days than in my **entire life.**

10/10 From a non-marketer/researcher I clearly understood all the presentations. Examples were given at each point.

10/10 Ian was patient. Knows his subject well. Lots of examples to help us understand.

Downturn-Exploiting Strategies (60 mins), Aug 2008

Thanks again for a great presentation on Monday – our clients were really able to take a lot away. We have been bombarded with request for your presentation.

Keynote - Personality Styles & Body Language for Profit

I have just completed my conference feedback list and of the 90 forms received 86 said they absolutely loved your session at the conference. (Feb 2009)

Keynote – Achieving Sales Targets

Thank you that you presented at our conference at CSIR on Monday. I believe that your session was a huge success. We look forward in working with you again in the near future. (16 March 2011)

“Ilan, everyone gave your talk very good feedback.”

Keynote – Psychologies of Customer Experience Management (CEM)

I wanted to send a follow up email to say a very big thank you once again for your amazing talk. Everyone really enjoyed the talk and found it interesting and insightful.

The conference feedback was very positive from all the attendees.

Ilan Rheeder was brilliant at your Mercedes-Benz Conference. We would also like to use him at our conference.

Ilan Rheeder was a great presenter at the CSI conference. We want to use him at our conference.

Thank you so much for your great presentation. I think it really “hit the spot” in terms of content, timing and presentation style. A number of delegates gave me very positive feedback following your session.

I got your details from my colleague, Pascale Barrow. She mentioned that your talk at last week’s Integrated D.M Conference was **EXCELLENT!**

Your "customer experience" talk was outstanding – in my opinion the best we have ever had at conferences. So often, speakers have a set formula, which they seem determined to trot out whatever the circumstances. Your talk was very tailored to our needs and to the theme of the conference. It was also filled with some deep truths for us as a business, and actually for me personally. People are still talking about the points you raised today. I look forward to working with you again!

Customer Engagement Marketing Conference (11-12 June 2014): Talk: Customer Experience Management

Hi Ilan, out of the 12 speakers (11-12 June 2014), overall your rankings were the best at the conference. Yours score at 96% form the 70 delegates was the highest overall, so greatly done! Maureen du Toit, 11 July 2014

Comments: Brilliant and well informed! Excellent, enthusiastic and knowledgeable. Great to listen to - WOW! Very lively. He is awesome, keeps one engaged. Great energy. Great examples. Powerful message. Good fun. Passionate and engaging. Brilliant start of the event. Thought provoking. Very energetic with lots of learnings. Excellent, keep it up! Really enjoyed your presentation - left me with a lot of ideas and questions - will definitely connect with you. Awesome energy - I can't wait to learn even more about neuroscience - fascinating. Great speaker, relevant content. Fantastic. Ilan had my attention every second of his presentation. Great insights into how important it is to be happy at work! Brilliant insight. Loved the science part. Fascinating content.

Thank you for all your assistance with dealer engagements as MC and keynote speaker. I believe how you facilitated the sessions made a very big difference in how they landed, and the lessons you shared with us were timely and very relevant.

Exhibition Marketing

I was one of the people fortunate enough to attend your talk at the Wesgro Offices in Cape Town last week. I admit that I was a little skeptical about what I was in for in the beginning but soon found myself captivated by what you were saying. I would like to thank you for motivating me and rekindling my interest in Marketing, as a result I have made the commitment to myself that I will embark on a BCOM – Marketing through Unisa next year. For the first time I actually feel ready and dead keen to achieve this long standing goal, thanks to you.

ROMI – Return on Marketing Investment – Planning for Profit
10/10 (GIBS): Thank you for yesterday, I thoroughly enjoyed the masterclass for ROMI!
10/10 (GIBS): Thanks so much for today - really insightful. I would love you to be my mentor you to be my mentor - if your time ever frees up and you would consider it - please consider me?
10/10: Did the course meet your expectations? Very informative and relevant in every aspect.
10/10: Ian was confident, relaxed, patient and articulate. Extremely knowledgeable.
10/10: Articulates issues easily. Made me look at marketing from a different point of view – bottom line (profit). This learning will be very helpful to the company.
9/10: In depth knowledge of subject matter and economic indicators. Vast array of real examples. The trainer is an expert in this field, and is able to simplify it for the layperson.
10/10: Ian gave examples relevant to all our industries, which made ROMI easy to understand. Could have done this for 5-days.
10/10: Ian is a teacher. He really opened my eyes. Marketing is in him.
Ian's knowledge of subject was 10/10. (06 June 2017)
The content was 9/10; Ian's knowledge 10/10. (06 June 2017)

Live Marketing Simulation (Marketing Game – Market your company)
Absolutely enjoyed the simulation module and Ian's input. Brilliant.
Simulation module is a good "closure" to the programme.
Loved the simulation, great fun!
Good input while doing exercises. I really enjoyed the 2-day simulation! Maybe include it as part of the assessment (we won the game!).
Awesome. Relevant. Fun and interactive. A great learning experience.

Clinching The Deal (Sales, April 2011) All impromptu feedback
You made a profound impression on me because I can honestly see and feel that you are doing what you love. Your passion and focus is palpable and so refreshing. I hope to have the privilege of attending more of your presentations in the future because while I have some marketing knowledge (of things covered in the workshop), the way you presented those same things that I already know made me sit back and think "Wow! That is truly "thinking outside the box". It re-sparked a little flame of motivation that I haven't felt in a very long time and I KNOW that the spark is going to turn into a roaring fire. So, thank you!
Just a short note to thank you for a most enjoyable 2 days. Wow, you are very lucky to be able to speak as you do. I don't have to tell you (compared to the other speaker) that if it was not for you, most of us would have fallen asleep.
I thoroughly enjoyed your presentation that you did today and yesterday at the Hilton. Could I please get those additional notes and tips?
I thoroughly enjoyed your presentation and would much appreciate it if you would mail me the 50 page notes.
It was a real pleasure to attend your course and absorb the high caliber of information you presented. thanks a metric ton.

Customer Care & Service Excellence
The customer excellence course taught me a lot. Gain eye-opening aspects. I'm confident that the skills I've gained shall be practiced.
Thank you for your insights and training. It has really made a huge difference to my business.
Ian was great. We had fun and learned so much.
The best trainer we've had.
Ian Rheeder motivated me so much that I have changed my attitude. I'm ready to deliver. I feel lucky to have been trained by him.
Everything Ian said he related back to the work situation. I really gained a lot from him.
Ian Rheeder is the best trainer.
Ian was excellent and knows what he's doing. I've learnt a lot and will be able to apply it.
The man got me to understand customer care very well.
Your "customer experience" talk was outstanding – in my opinion the best we have ever had at conferences. So often, speakers have a set formula, which they seem determined to trot out

whatever the circumstances. Your talk was very tailored to our needs and to the theme of the conference. It was also filled with some deep truths for us as a business, and actually for me personally. People are still talking about the points you raised today. I look forward to working with you again!

Rural Marketing

Of the 9 speakers, he was the only speaker at the conference to score full marks. Every delegate on this programme scored Ian Rheeder 100% for the programme (100% for knowledge, and 100% for presentation style).

Presentation Skills

The feedback was very good indeed – Peter Laburn (MD of SRK) mentioned that it had been well accepted by all who attended, very 'entertaining' too.

Your training of our national sales team in 2014 was extremely well received.

Business Etiquette

10/10: Exceeded my expectations. Thoroughly enjoyed it.

Most enjoyable & fun interactive.

I have learned lots of things I was not aware of.

Leadership (TEC Leadership Model)

Wow you were a hit! Thank you for outstanding presentation on leadership to our 40 managers.

At first the model seemed complex but turned out to be very intuitive. The examples of how the TEC Model is applied is not only informative but provided many insights into leadership today. I know that everybody walked away with a new way of applying leadership in their daily lives, thanks for the great talk and I'll highly recommend this presentation to those who want to understand the foundation on which leadership is built.

Breakfast talk to 40 Managers, 21 Sep 2012

A special thank you for a dynamic presentation on your TEC Leadership Model. Of the 8 speakers at the Ethics and Governance Masterclass (Sandton Sun Hotel) you were the best. You scored 10/10 from the delegates for both knowledge and presentation style.

"Impressed by the systems approach. Ian is extremely competent and knowledgeable — he is the best facilitator I have been exposed to. I am ready to now implement. Course was extremely relevant to me."

Rebone Gcabo, SARS Researcher

"Wow — mind blowing. The handout will be my Bible. Excellent course, would recommend it to anyone. I feel different. Thank you."

"Very good course. Will recommend it to other members of my team."

I just finished reading your article on Neuroscientific illuminations for Goal setting & Leadership. WOW - it is amazing. I have forwarded it to my manager.

After attending your strategic sessions earlier this year, I have studied an article electronically published by you in "Leadership Online" (www.leadershiponline.co.za) published by you July 2012. I have also conducted a fairly comprehensive literature survey in this regard.

Although the detail and actual science behind neuroscience is quite complex, the elements of Trust, Engagement and Competence (TEC) related to such neuroscience are easily understood and can therefore be fairly easily evaluated in simple questionnaires.

I have followed the basic outline of the questions proposed by you (and related calculations of relative competence level) in a comprehensive 360 degrees evaluation of myself and my team.

We all found it very simple to use and implement and the results confirmed specific issues within our team we all suspected but could not pin down before.

I would certainly recommend the TEC evaluation model to evaluate leadership under virtually any condition.

Brand & Product Strategy.

I personally would like to take this opportunity to Thank You as a whole for the training program on Brand & Product Strategy. The two-day refresher course was very well structured & delivered in a crisp & professional manner by Ian Rheeder. For any organisation of any size in any industry, PEOPLE & BRANDS are the pillars. Understanding both of these aspects, takes a lifetime. With this training program, I am happy that the organisation has made an attempt to inculcate the importance of BRANDS into the minds of key managers in various operations & start to learn about the same. With daily challenges that happen and with varied economics, even a 10% implementation of what was imparted, could be a milestone achievement & would do FINATRADE a sea of good.

Ian's design of my corporate image (logo and website) increased my medical practice's turnover by 20% in 6-months?

Motivational Talk

I would like to take a moment to thank you for a worthwhile experience last weekend at Valley Lodge. The talk was relevant, helpful and very entertaining! On behalf of Chemvet we thank you for a memorable motivational talk. Hope to use you in future.

Hospitality Sales

It was the **best sales course in my 20 years in sales**. I would love to go on any training Ian can offer. Negotiations & Key Account Management.

Hi Ian, out of the 12 speakers (11-12 June 2014, Customer Experience Conference), overall your rankings were the best at the conference. Yours score at 96% form the 70 delegates was the highest overall, so greatly done! (11 July 2014) Maureen du Toit, 20 October 2014. **Maureen du Toit** | Conference Manager | Knowledge Resources, Tel: +27 83 226 6657 | maureen@knowres.co.za

Hi Ian, Congratulations – out of all the 12 speakers, you again received the highest ratings! Thank you once again for your valuable contribution (7-Deadly Marketing Sins) and excellent session! 98% score. Maureen du Toit, 20 October 2014. **Maureen du Toit** | Conference Manager | Knowledge Resources, Tel: +27 83 226 6657 | maureen@knowres.co.za

Thank you once again for speaking at our seminar on 25 November 2014, the feedback was great; you scored 100%, best speaker three times in a row (out of 36 speakers) at Knowledge Resources: **Katie van der Schyff** | Head: Conferences and Training | Knowledge Resources tel: (+27 11) 706 6009 Katie@knowres.co.za

Your "customer experience" talk was outstanding – in my opinion the best Tile Africa has ever had in the last 10-years. So often, speakers have a set formula, which they seem determined to trot out whatever the circumstances. Your talk was very tailored to our needs and to the theme of the conference. It was also filled with some deep truths for us as a business, and actually for me personally. People are still talking about the points you raised today. I look forward to working with you again! Kate R. van Niekerk, Marketing Executive, Tile Africa, kate@norcrossa.com, +27 (0)11 206 9700 (May 2014)

"Of the 11 speakers at the international marketing conference, Ian won best speaker. Normally a speaker receives a few below average scores, but out of the 1,100 delegates there was not one. That's extraordinary." Sepehr Tarverdian, International Conference Organiser, sepehr@sepehrspeaks.com

"Of 20 international speakers at the Quality Managers Conference (2012), Ian not only won the best speaker award, but also broke the record score for a speaker in Iran." Alan Ayers, alan@speakersinc.co.za

"I have just completed my conference feedback list and of the 90 forms received 86 said they absolutely loved your session at the conference." (Nedbank, Sales Conference, Feb 2009)

"Thank you that you presented at our conference at CSIR on Monday. I believe that your session was a huge success. We look forward in working with you again in the near future." (ABSA, 150 consultants, 16 March 2011)

Ian, what a treat to work with you and get an insight into your thinking and talents. You will be recommended time and time again. So enjoyed the process and am thrilled that everyone is happy with the outcome. Nicola M Tyler, Business Results Group, nicola@brg.co.za

"I have attended many seminars, training sessions, motivational talks, lectures and conferences during my career but none have been as awe-inspiring as your Marketing talk." Tony Tsuen, TonyT@Etana.co.za

"Your talk was absolutely priceless, and thought provoking to hear how you make marketing so practical, the way it should be, and left out the fluff that marketers so often get caught up in." (Tina Gouws, phinkrat@yahoo.com, +27 (0) 82 319 3810, Sep 2011)

I want to thank you for your share in making our 2014 national conference a huge success. My research shows that you got very positive feedback after your talk. I am really grateful. Thank you again. Ananda van der Walt, Financial Manager, Martins Funerals Franchising Pty (Ltd), ananda@martinsdirect.com

As fellow Chartered Marketer, I can recommend Ian as a marketer's marketer. I have worked with Ian on range of successful client projects. Ian is always well prepared, his research is thorough, and his delivery is outstanding. Feedback on Ian's marketing sessions are always overwhelmingly positive! **Dr Andy Brough, Owner Brough Associates. 083 227 4318**

I've always enjoyed listening to Ian's insights, and even for professional marketers there is always something new. However, he is incredibly generous in sharing his resources with others who may be interested in a particular topic, and has forwarded me more articles and links than I can remember. He also won the "Best Speaker Award" at an international conference which we both addressed, and where there were many presenters. **Aki Kalliatakis, Lecturer at various Business Schools, Owner of The Leadership Launchpad. 083 379 3466**



List of publications by Ian Rheeder:

Marketing Articles:

(*Strategic Marketing* is SA's Marketing Journal):

1. PESTGEL Takes Centre Stage: Macro marketing environment. *Journal of Marketing, SA*. 2004. Vol 10 No.5. p.47.
2. Core Purpose: How to grasp the bigger picture. *Journal of Marketing*. 2005. Vol 11 No.4. p.48.
3. Curse of The Unique Selling Proposition. *MarketingMix*. 2006. Vol 24 No. 9/10.
4. Customer Experience Management (CEM). *MarketingMix*. 2006. Vol 25 No. 1/2.
5. Recession-exploiting Strategies. *Journal of Marketing, SA*. Aug/Sep 2008. p.17.
6. Recession-proof Marketing Strategies. *The Marketing Journal of SA*, Jan 2009. p.16.
7. Why Businesses Fail. *Your Business*. Oct/Nov 2014. p.54.
8. The Seven Deadly Marketing Sins. *Your Business*. January 2015. p.80 - 82.

Sales Articles

1. Rheeder, I. (2009). Selling The Unique: Correctly Using Features, Advantages & Benefits (FABs). *Strategic Marketing*. Issue 7, Nov/Dec 2009
2. Rheeder, I. (2010). Art of The Deal: High Level Negotiation Skills. *Strategic Marketing*. Issue, Feb 2010.

Sales Management Articles

1. Rheeder, I. (2006). Success Explained. Success boils down to three things. *Journal of Marketing, SA*. Oct/Nov 2006. p.52.
2. Rheeder, I. (2009). Downturn Sales Management: At the Sharp End. *Strategic Marketing*. Issue 3, 2009, p.48 - 49.
3. Rheeder, I. (2009). Not the Shortcut to Sales Success. Published on The Marketingweb: July/Aug, 2009
4. Rheeder, I. (2009). Setting Sales Quotas. *Strategic Marketing*. Issue 5, 2009. p.20.
5. Rheeder, I. (2009). Money and Motivation: Remunerating Sales People. *Strategic Marketing*. Issue 6, Sep/Oct 2009. p.52.
6. Rheeder, I. (2010). Developing The Sales Plan. Grow Your Business using the Ansoff Growth Matrix. *Strategic Marketing*. Issue 4, 2010. p.40.
7. Rheeder, I. (2015). The Seven Deadly Marketing Sins (And the solutions). *Your Business*. January 2015. p.80 - 82.
8. Rheeder, I. (2012). The Neuroscience of Leadership. *Leadership Magazine*. Edition 328. July 2012. p.50-52.

BRANDS (partial list of companies that have benefited from Ian's expertise)
Mercedes Benz, BP, Sasol, Engen, Pfizer, Novo Nordisk, British American Tobacco, Goldman Sachs, Reckitt Benckiser, Sara Lee, Unilever, Johnson & Johnson, Coca-Cola, Citibank, Nissan, SAB-Miller