

about barry



Barry Eigen is the founder, and former President and CEO of HealthCall Corporation, a nationwide distributor of medical equipment and franchiser of medical retail stores. During his nearly 25-year tenure at his company's helm, it grew from a single location to outlets in 385 cities, in 45 states, from Maine to California, and from Alaska to the Virgin Islands.

Eigen originated the Annual Sickroom Service Home Care Seminar and Exposition held at Milwaukee's MECCA and Arena which, over an 18-year period grew to become the largest, national home care focused medical products Conference and Trade Show in the country featuring three full days of classes conducted by a faculty of 45 health professionals, and a 500-booth exhibit hall. In it's last four years, the annual conference drew more than 2,500 people from all 50 states and Canada, and was listed as the 16th largest convention in Wisconsin.

Since selling his company to a multi-national corporation in 1985, Barry wrote the award-winning employee motivation book: *"How To Think Like A Boss And Get Ahead At Work,"* first published in hard cover by Lyle Stuart/Carol Publishing Group, New York, NY; on audio cassette by Audio Renaissance, Los Angeles, CA; and in paperback by Avon Books, NYC. Now published in five languages: Spanish, Portuguese, Chinese, Japanese and English, Barry's book has been condensed in Reader's Digest, excerpted in Cosmopolitan, and Glamour, and featured in Boardroom Reports, Bottom Line-Personal, Executive Book Summaries and newspapers across the country.

An inveterate educator, Barry has contributed thousands of hours teaching economics to high school students as a volunteer for Project Business, a national program of Junior Achievement. More than 5,000 students have participated in Barry's classrooms, and he has written several classroom exercises which are in use by J.A. across the country including one entitled: "Issue at Eigentown."

He is a member of the National Speaker's Association, and both its Wisconsin and Illinois chapters, and is the recipient of numerous awards including Chapter Member of the Year: 1993-94 and the Speaking Star Award: 1998.

Barry Eigen earned a BS degree from the University of Wisconsin—Milwaukee, and an MBA from the Graduate School of Business at the University of Chicago.

Exploding the American Workplace Myth

How to develop a "Management Perspective" in everyone!

one

In this lively, fun and fast-moving program, Barry gives his audiences skills they can use immediately-practical tools for stimulating initiative and accelerating performance. He reveals a hidden workplace belief that sabotages companies and the people who work for them. With abundant humor, he describes "The Magnificent Seven," the characteristics great managers look for in employees they would promote. They include: Courage, Thinking, Trustworthiness, Clarity, Initiative, Service and Vision. These are the qualities, Eigen says, that mark all top performers-qualities all good managers should encourage and teach. This is a message that can be tailored for audiences consisting of all employees, or all managers. And Barry loves audiences that contain both.

two

How to Raise Service to Extraordinary Levels

A strategy for helping employees see customers as people.

Discover how to make customer satisfaction your number one competitive advantage! Giving great service is only as good as the ability to put one's self in the customer's frame of mind. Too often employees see the customer as the problem: a faceless voice over the telephone, a demand in front of the cash register, part of the lunch rush. In this program, Barry shows how to get everyone to appreciate that creating happy customers is the whole point. He describes: The real purpose of giving service-the principle motivator of fabulous service; how to recognize and eliminate the "El Cid" Syndrome-the destroyer of customer satisfaction; the secret of giving effective criticism-the art of give and take... and more.

Tackling the Toughest Sale... and the easy ones too

How to court, convince and close 'em like the pros

three

Not theory - this program is the real "How To." Barry speaks from solid selling experience having sold everything from magazines door-to-door, to \$50,000 franchises in the corporate boardroom. He founded HealthCall Corporation in 1965 and, during the 23-years he served as his company's president, sold more than 75% of its 385 franchises personally. Learn the three stages in the development of a true sales professional. Discover the 12 things all sales pros must have to be successful and learn how to use them to increase business. Uncover the selling secrets of the pros: how to get past the "palace guard," the best time to make a sales call, how to parry the toughest questions and be heard above the competitive din. And most important, learn the art of closing the sale. Find out how to profile the buyer and recognize who's hot and who's not. Learn to identify the prospect's buying motive and employ the 9 surefire closes that will raise your

The Following is a Partial List of Barry Eigen's

clients

Advo Direct Marketing, Inc.
Albertsons, Inc
Allied Tube
American Association of Homes & Services for the Aging
American Boarding Kennels Association
American Corporate Central Credit Union
American Fence Association
American Hospital Association
American Management Association
American Production Inventory Control Society
American Surgical Trade Association
American Water Works Association
Ameritech
Arizona Parks & Recreation Association
Associated General Contractors of America
Atlas Van Lines
AT&T Definity User Groups
Aurora Occupational Health Services
Best Western Hotels
Bloedorn Lumber Company - Wyoming
Blue Cross-Blue Shield of Tennessee
Budget Marketing, Inc.
California Credit Union League
Cessna Aircraft Company
City of Tucson
Chicago Area Savings Institutions Association
Community Bankers of Illinois
Community Care Coordinators
Corning Credit Union
Corporate Central Credit Union
Clemson University
Cleveland Engineering Society
Coral Gables Chamber of Commerce
Data Processing Management Association
DECA (National Convention)
Deloitte & Touche
Department of Transportation - Wisconsin
DVM Pharmaceuticals
Empire Corporate Federal Credit Union
Everest & Jennings International
Exhibitor Magazine: *The Exhibitor Show - Baltimore*
Exhibitor Magazine: *The Exhibitor Show - Las Vegas*
FDIC - Federal Deposit Insurance Corporation