

# Craig Palubiak

Author / Speaker / Coach

GURU OF BIZ TIPS

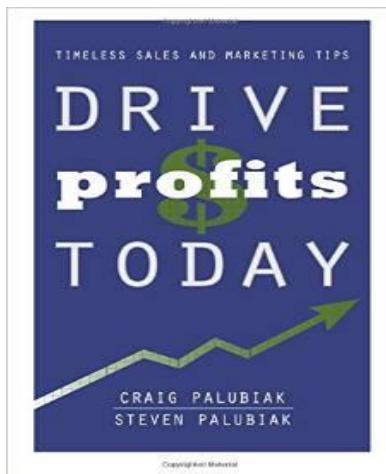
President, Optim Consulting Group

Craig has an extensive background in building start-ups, stronger companies, identifying new markets, expansion through both organic and M&A growth, and facilitating ownership transitions. He was Chairman of a Monsanto spin-off, repositioning the global manufacturer of engineered equipment. As CEO/Owner, Craig orchestrated the rebuilding and successful sale of a fourth generation, custom manufacturer. He oversaw growth of the family-owned, Enterprise Rent-A-Car's first national division (commercial leasing) as VP of Sales and Marketing which grew from \$5 to \$300 million.

Known as the GURU OF BIZ TIPS, Craig has delivered hundreds of workshops and presentations globally. He is quoted by such prestigious publications as INC Magazine and has interviewed with NBC and CBS television and radio. Craig has an MBA from Northern Illinois University and a BA from University of Missouri. He is an adjunct professor.

## Drive Profits Today *Timeless Sales and Marketing Tips*

This book shares tips that will help your entire organization achieve your corporate goals. Each tip consists of thought-provoking questions, real-world examples, and action items that your team can implement immediately, whether you are dealing with B2B or B2C, domestic or global, small or large clients. Co-authored with Steven Palubiak.



Amazon

### Book Highlights

- ✓ Confirming team alignment with your customer
- ✓ Using your mission statement as a powerful sales tool
- ✓ Understanding the evolving customer
- ✓ Targeting prospects and clients by title
- ✓ Learning prospect and client needs
- ✓ Selling beyond features and benefits via knowledge
- ✓ Outwitting the competition through market intelligence
- ✓ CUSTOMERization results in optimal customer selection

#### **Peter Desloge, CEO, Watlow, Global Manufacturer**

*“Written from the perspective of the CEO. A straight forward, no nonsense book filled with practical ideas that can quickly be implemented and starts with the customer. Great read for a team wanting to get aligned to grow their business.”*

#### **Michael Gallagher, Area Director, Accenture Global Consulting**

*“Not often does a book of common sense come along, that is written in easily digestible and more importantly, actionable style as Drive Profits Today.”*

#### **Lauren Herring, CEO, IMPACT Group**

*“The Palubiaks quickly identify critical issues for growing profitable companies. Successful teams are in alignment and focused on a common mission. They target the right customers and deliver the right value proposition.”*

**Book your next speaking or workshop engagement:**



Optim  
Consulting  
Group

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