

GIFT·OLOGY



JOHN RUHLIN

BEST SELLING AUTHOR

#1 SALES REP OUT OF 1.5 MILLION FOR
\$250M DIRECT SALES COMPANY

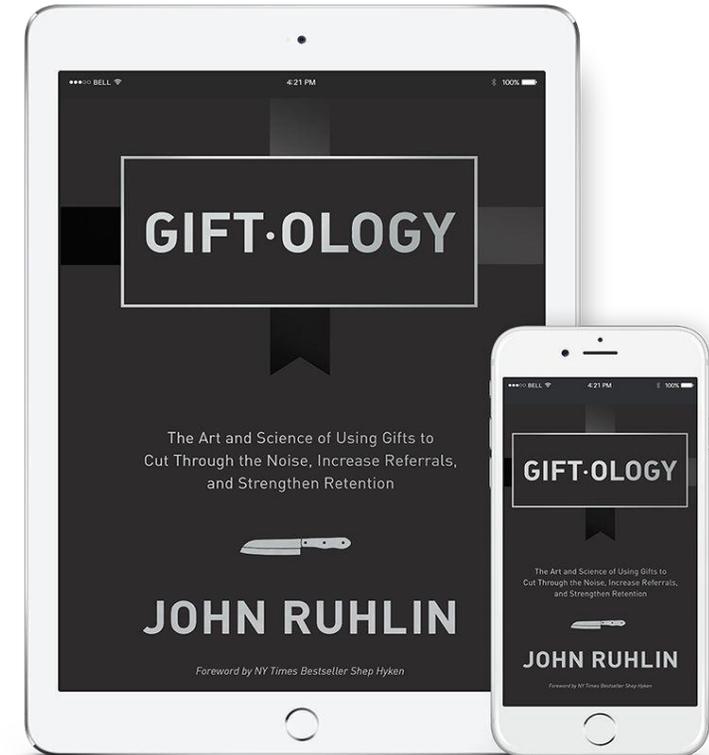
“If your customers are not actively sending you referrals, you have a loyalty problem.” –John Ruhlin

LOYALY ACTION PLAN

No MBA program teaches you how to go beyond the dinners, sporting events, and thoughtless trinkets that most rely on. Gifts with strings attached backfire: there is a right [and wrong] way to give and grow your relationships.

John's engaging message will share his proven Gift-ology Marketing System that, if followed, will 10x your referrals. He also shares the common pitfalls most companies fall prey to as they look to deepen client relationships, inspire employees, and pursue Dream 100 prospects.

John shares proven techniques to build a Relationship Action Plan that will increase loyalty and tangibly 'wow' people in a lasting way by using strategic gifting strategies. You'll learn how to stand out, become even more referable, and create truly unforgettable experiences.



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SPEAKING TOPICS

- **THE REFERABILITY FACTOR:**

The proven system to **grow sales** with gratitude and 10x your sales team's referrals on a **consistent** and **predictable** basis.

- **GIFT·OLOGY MARKETING SYSTEM:**

The predictable system to **blow open doors** of your Dream 100 prospects.

- **CULTURE SHOCK & AWE:**

How to use gratitude to **strengthen culture** and **attract A-level players** to work for your company.



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JOHN RUHLIN



John Ruhlin is the world's leading authority in maximizing customer loyalty through radical generosity. He is the founder and author of Gift·ology and has been featured in Fox News, Forbes, Fast Company, Inc and New York Times.

While becoming the #1 performer out of 1.5 million sales reps for one of the world's most recognizable brands, John developed a system of using generosity to gain access to elite clients and generate thousands of referrals.

He and his firm now help automate this process for individuals and organizations like UBS, Raymond James, DR Horton, Keller Williams, the Chicago Cubs, and Caesar's Palace.

John and the Giftology team can help any individual turn their clients into their own personal sales force to drive exponential growth.

"Referrals are still the most cost effective way to grow sales, and there is no greater way to turn clients into referral machines than by following the Gift·ology Marketing System."

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PEOPLE ARE TALKING ABOUT JOHN



KEVIN MILLER, VP MARKETING, C-12 GROUP

John's rating was over DOUBLE the highest ranked speaker for both events we had him speak at and there is still a national buzz and impact being felt and talked about from the strategies he shared with our group. His Giftology message not only resonated but truly challenged and inspired the 850 CEOs and 100 facilitators we had for our national conference. I can't wait to bring him back to speak again.



LANCE PEDERSON, COO, FAIRWAY AMERICA, LLC

“John keynoted one of our most important events of the year, our annual CapitalFlow Conference. Not only did his message blow away our audience, his impact on the entire group is still being felt as Giftology has fundamentally changed the way our clients and team think about relationship building and referrals.”



DORIAN ARRICH, PA TO MARTHA STEWART

“John Ruhlin enlightened me to the art of gift-giving. I was really fascinated about some key elements he spoke about and how it is not necessarily what you send but to who you send it to. I look forward to getting his book and keeping it handy on my desk so I can always have the book at my fingertips.”

SPEAKER RATING:



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AS SEEN IN:

Forbes

The New York Times



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