

# **George Torok**

**Marketing Expert, Keynote Speaker, Speech Coach for Executives at Power Marketing**

Burlington, ON, CA

Marketing Expert, Keynote Speaker, Bestselling Author - Secrets of Power Marketing

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## **Description**

George Torok is the co-author of the bestselling, "Secrets of Power Marketing". Originally published in 1999, it is the first guide to personal marketing for the non-marketer. Since then, George's research and wisdom has contributed to and been quoted in at least 12 other books.

The Power Marketing ® system is a practical guide to help business gain an unfair advantage over the competition. One client increased his business with one client by 3,000% following this system. George coached another client to overcome a string of lost business to win a \$10 million contract.

George has worked with many large organizations including: Visa Canada, Alcan, Bombardier, DuPont, ARAMARK, Siemens, Zurich Insurance, General Motors and Empire Financial Group.

He specializes in helping business on a tiny marketing budget win against tough competition.

The best ideas and perspective often comes from looking at other industries. Because of that George works across a wide spectrum of business that includes: hospitality, printing, funeral, distribution, health care, insurance, finance, car rental, real estate, staffing, consulting, advertising, display systems, furniture, IT and economic development.

He is often interviewed and quoted in the main stream media including print, radio and TV. He has been published in the national business publications including: The Globe and Mail, The National Post, Canadian Business and Profit. He wrote a marketing column for Enterprise Magazine for 12 years and was featured on the cover of the 10th anniversary issue as "The Marketing Wizard". He has written and published over 500 articles in hundreds of publications as diverse as Executive Travel, Canadian Manager, The Futurist, Texas Realtor Magazine, Leader, and South Asian Woman.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Business Services, Writing and Editing, Public Relations and Communications, Professional Training and Coaching, Media - Broadcast, Training and Development, Corporate Training

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## **Topics**

Success, Motivation, Inspiration, Personal Marketing, Marketing, Creative Thinking, Positioning, Personal Branding, Presentation Skills

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## **Affiliations**

CAPS - Canadian Association of Professional Speakers, GSF- Global Speakers Federation, CPSA- Canadian Professional Sales Association, Chamber of Commerce, CEO Global Network

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## **Sample Talks**

### **Checkmate: Dominate the Marketplace**

The fastest way to become number one in your market  
How to boost your value at no or low cost  
How to select the strongest position in the market  
Three revealing questions you must address for every new marketing plan  
How to gain an unfair advantage over the competition  
And much more

### **Success: First You Move the Left Foot**

The Secrets of Success are not secret anymore. In this entertaining and engaging presentation, George Torok delivers the lessons that he has learned about success. Discover the most important fundamental, three common yet dangerous myths and how the masters get from good to great. Bonus: learn another reason why you must visit Las Vegas.

### **Build More Profitable Relationships with Your Clients**

Discover:  
The key principles of relationships  
The magic words of relationships  
The emotional drivers of buyers that you must address  
The weaknesses of branding that (most) branding experts don't talk about  
Why all client relationships are not the same  
And much more

### **Personal Branding / Personal Marketing**

What determines your true personal brand?  
The secret sauce that is more important than your brand  
Three simple ways to catapult your credibility and influence  
How to build strategic relationships with folks about your pay grade

### **How to Deliver Superior Presentations**

Because inferior never wins. When you speak you compete for the attention, belief and influence of your audience.

Inferior communication wastes time, loses money and fuels stress. In this presentation, you'll discover practical techniques you can immediately use to project more confidence, engage your audience and emphasize key messages. Imagine the difference that could make for you.

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## **Past Talks**

### **Checkmate: Dominate the Marketplace**

Third International World Advertisement Forum

### **Secrets of Power Marketing**

### **Personal Branding**

Rotman Alumni Management Series

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## **Education**

### **McMaster University**

BA Economics

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## **Accomplishments**

### **Secrets of Power Marketing: Promote Brand You!**

Co-author with Peter Urs Bender of the Bestselling book about how to use Personal Marketing to your advantage. Published in seven countries.

### **Contributing Author**

My material has been published in at least 12 other books.

### **Marathon Runner**

I have completed two full marathons, (42 k), six 30 k races, 4 half marathons and one Tri a Tri triathlon. That means I have experience with goal setting and pain.

### **Marketing Columnist for Enterprise Magazine**

Wrote the regular marketing column for Enterprise Magazine for 12 years. Was featured on the cover of the 10th anniversary issue as the "Marketing Wizard". You can find some of those articles published on the website [www.PowerMarketing.ca](http://www.PowerMarketing.ca)

12 years of writing about marketing provides lots of depth and content for his presentations.

### **Host of Business in Motion**

Created and launched the weekly radio show, Business in Motion, in Sept 1995. Hosted the show for 19 years interviewing business and community leaders. That means I ask good questions and listen well. That makes for a fabulous facilitator, MC, interviewer or panel moderator.

Over 600 guests. You can listen to interviews at [www.BusinessInMotion.ca](http://www.BusinessInMotion.ca)

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## **Testimonials**

**Richard Maude**

"Secrets of Power Marketing helped us increase our business 3,000% - and that was from just one client.

After attending George Torok's program we applied a fresh and innovative approach with our client. We immediately used his ideas to grab attention and boost credibility. We continued to follow his marketing system to build relationships and offer more value.

"Secrets of Power Marketing" enabled us to better service our client and build a positive working relationship

"Secrets of Power Marketing" was the magic key for us."

**Peter Craig C.A.**

In the presentation that I attended, George provided me with many practical techniques and ideas designed to enhance ClaimSecure's marketing programs: to build our strategies and to ensure that we stand out from our competition.

I was so impressed by the effectiveness of George's presentation and the real value of his ideas and concepts that I hired him to host a full day training session in the areas of Power Marketing and Presentation skills for ClaimSecures's management, operations, sales and client service staff.

The feedback from our staff members who attended this training session was overwhelmingly positive.

**Bruce Girard**

I would like to thank you for an excellent presentation. Many of your ideas are very meaningful and truly insightful. What is of great interest is the implementation of these concepts and the depth that many of these concepts are ingrained in our company. This material is not only refreshing but is testimonial and reinforcing that we are on the right track. Kudos to a book well written, succinct and rich in context. It was truly enjoyable to read. There is a lot of knowledge condensed in these pages. There are many insights as well into areas in which our company could improve... this is exciting material! Keep up the excellent work!

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