



**INFORMATION KIT
PROFESSIONAL SPEAKER: COREY POIRIER**

Client Testimonial Break:

We recently brought Corey in to speak at our spring Tourism conference. His informative, entertaining style was a hit with participants; who had the following to say about his presentation:

- ✚ “He geared everything towards our job.”
- ✚ “We should have him every year.”
- ✚ “A real boost to Sales Strategy.”
- ✚ “Corey was the best.”
- ✚ “Amazing. He really related everything he said to us to what we do.”
- ✚ “Powerful. Bring him back year after year.”
- ✚ “Good to have a local Atlantic Canadian Presenting.”
- ✚ “The best sales presenter yet.”
- ✚ “Very dynamic, helpful and pertinent.”
- ✚ “Excellent choice. Very useful.”

We welcome the opportunity of working with Corey again in the future.
Lisa Dahr, Manager - Professional Development NSTHRC
(Nova Scotia Tourism Human Resource Council)

CONTACT INFORMATION

Corey Poirier

Professional Speaker / Professional Trainer / Peak Performance Specialist

Phone: (902) 877-248-4784 Fax: (902) 461-4172

Email: bookings@coreypoirier.com Web: www.coreypoirier.com

TABLE OF CONTENTS

Page 1 Cover Sheet
Page 2 Table of Contents
Page 3 Why Corey Poirier
Page 4 5 specific reasons to book Corey for your next conference / event / meeting
Page 5 Sample Keynotes
Page 6 Additional Client Testimonials
Page 7 Partial Client List
Page 8 / 9 Corey Poirier Bio
Page 10 AV Requirements / Links to websites where you can find out more about Corey Poirier



Corey in a somewhat less formal speaking capacity.

Client Testimonial Break:

"We recently had a need to bring in a guest speaker to speak to our first year tourism students. Corey turned out to be a great selection and I believe our students truly benefited from his talk. Given the circumstances involved, he didn't have a lot of time to prepare and yet he somehow personalized his talk to our specific needs. I welcome the opportunity of working with him again in the future."

Barb Phillips
Travel Tourism Dept.
Holland College

WHY COREY POIRIER?

Meeting planners have different goals for their conferences / events / meetings

Whether Your Goal Is:

- Inspiring and/or Entertaining Employees
- Educating and/or Motivating Sales Staff
 - Delivering Value to Members
 - Impressing Clients
- Bringing the “WOW” factor to your event

You want “A SPEAKER WHO HAS BEEN THERE”



Corey - The Business Leader

Founder / Publisher, Island Business News – Business Newspaper (Present)
President, The International Sales Training Institute (Present)
Interviewer of more than 100 Prestigious Business Professionals (in search of success traits)
Business achievements profiled by CBC Radio / CJRW Radio / Canada Prospects
Original Founder / Publisher, Alternative Careers - Entrepreneurship Newspaper

Corey – The Speaker / Educator / Expert

More than 100 Speaking Related Clients in 2006 alone (See Client List / Testimonials that follow)
NSCC Business Studies Instructor (Present)
Selected as panel judge for the 2007 Realty of Entrepreneurship Competition
Selected as panel expert for 2007 Chamber Biz2Biz Expo
More than 50 business articles in print

Corey – The Sales Trainer / Peak Performer

Multiple Time Award Winning Sales Professional
Youngest President’s Club Member in Canadian Division History with 38th largest company in the world (1998)
Successful Sales Executive (Fortune 500 Company / Global 1000 Company) (1997 – 2005)
Sales Manager, Global 1000 Company (see above)
Sales Trainer to Fortune 500 Companies, Universities, Colleges, Entrepreneurial Organizations, etc.

Corey – The Entertainer

Stand-up Comic (Yuk Yuks, Comedy Dawgs, Halifax Comedy Connection)
Performer (2002 / 2006 Atlantic Fringe Festival)
Sketch Writer (Comedian Idol)
Radio Show Co-Host (HCCRS)
Performer (2001 Edmonton International Fringe Festival)

5 SPECIFIC REASONS TO BOOK COREY POIRIER FOR YOUR NEXT CONFERENCE / MEETING / EVENT

You want a Speaker that Delivers

Since 2002 Corey has been impressing audiences and satisfying meeting planners. In fact, Corey worked with well over 100 clients in 2006 alone. A firm believer in customization and Peak Performance, Corey has delivered a return on investment for his clients time and time again.

You want a Speaker who can bring extra value

As the founder and publisher of Island Business News and Alternative Careers (monthly business publications) Corey Poirier has interviewed more than 100 prestigious Business Leaders in search for the success secrets known by Canada's top Peak Performers. He intends to bring that knowledge when he next presents to your staff.

You want a Speaker that has been in the trenches

Corey is a successful Fortune 500 / Global 1000 Company Executive. In fact, over a course of 8 years in one of the most competitive industries in the Sales Profession, Corey finished in the top 3 regionally every single performance year. He is also a seasoned Entrepreneur / Successful Business Owner, a sought after Keynote Speaker, and a Multiple-Time Award Winning Sales Professional.

You want a Speaker who can entertain while they educate

On top of his impressive speaking, training, business, leadership, and sales background, Corey is also a seasoned entertainer. In addition to performing stand-up comedy on more than 100 occasions since 2002, he has also co-hosted (and written sketches for) a popular comedic radio program, directed and performed in stage-plays at the 2002 and 2006 Atlantic Fringe Festivals, performed at the 2001 Edmonton International Fringe Festival and competed in the 2006 Great Canadian Laugh Off Competition. He has shared the bill with the likes of Shaun Majumder, Tracey Macdonald (2004 Star Search Winner), ECMA Nominee Mike Dixon, Comedic Great Irwin Barker, and many, many more. More recently he was recorded for CBC's Nationally syndicated program "So You Think You're Funny" and one of the songs from his 2006 Live @ The Music Room CD was a finalist entry in a National Songwriting Competition.

You want a custom tailored Keynote Presentation

Corey Poirier understands the importance of customizing his presentation. Just look at what a recent client had to say about his customized presentation:

"We have received positive comments about your understanding of our industry challenges, your entertaining style and most importantly your clear and straight-forward message. Over the past 24 years we have enjoyed many presenters, but none more so than you"

**Dean Hartman
President and CEO
Nubody's Fitness**

[Sample Keynote Topics:](#)

Creating A+ Customer Experiences: Acquiring and maintaining loyal customers takes more than just luck. In this dynamic Keynote participants will discover ways to create true customer experiences.

Brand U: This Keynote will teach participants about the importance of creating their own unique personal brand (one that fits within the organization's brand) so that they stand-out in the eyes of their customers.

21st Century Selling: Peak Sales Performance is more than just cold / warm calls. Participants will learn how to achieve Peak Performance from a Top Sales Professional who has been in the competitive sales trenches for more than a decade.

From Tragedy to Triumph: Most successful Peak Performers have traveled the road from Tragedy to Triumph. In this exciting, entertaining, educational Keynote Corey shares the traits they have in common.

Empowering the Leader Within: A Peak Performer is resting in each of us just waiting to get out. This Keynote is designed to help participants realize their true potential.

A – C = Success (The Theory of Prioritizing) – The way a person spends their business day accounts for 90% of their results. This Keynote will show participants how to truly do less and achieve more by focusing on A Priorities rather than C Priorities.

Communicating for Success: Participants learn the importance of effective communication, Conflict Resolution, etc.

Work / Life Balance and You: The best time to ensure a work / life balance is now. This Keynote will demonstrate the way.

The Productivity Factor: In a world filled with PDA's, voice-mail, and cell phones, participants will discover ways to truly take the power back.

The presentations noted above are just a sample of the topics Corey covers in his keynote presentations. For additional topics or more detail on these topics please contact us at bookings@corevpoirier.com - **Presentation lengths: (length can be tailored to requirements including one-time or ongoing presentations / programs)**

Note: The selected presentation would be tailored to the client to ensure maximum delivery effectiveness. This would be done through completion of pre-speech questionnaires, a pre-speech phone interview(s) and through pre-presentation research.

ADDITIONAL CLIENT TESTIMONIALS

"Great Topic, Timely Information, Professional Presentation...I'll definitely bring Corey back in the future."

**Angela Dufour, MEd, Pdt. - VP of Professional Development
CAFP (Canadian Association of Foodservice**

"Corey is an entertaining speaker who has a multitude of personal talents. He knows how to inject those talents into discussions of topics relevant to the business person of today. I have found Corey to be very knowledgeable of the subjects he lectures about and he communicates in such a way that makes it easy for everyone to comprehend."

**Leslie Barr
Chief Financial Officer
Burgess Transfer**

Thanks Corey for your enthusiastic informative seminar. You take your topic & deliver it professionally with enthusiasm & passion which keeps the audience's attention glued to what you have to say. Whenever I hear you speak, you have a relaxed, humorous and a very professional persona about you that helps the audience listen attentively to your delivery.

**Juanita Shay
Wellness Coach and Toastmaster**

"I really enjoyed your presentation style and the seminar content. Quite often the educational sessions I attend are filled with information that sounds like it came from a book. The thing I enjoyed most about your sales seminar was the fact they were real ideas that came from years of experience spent in the sales trenches. This made it much easier for me and my sales staff to take away knowledge that we can use to enhance our sales results and to better help our customers achieve their objectives."

**David Beaton
Gemini Screen Print & Embroidery**

"Thank you for the very informative sales workshop that took place at CEED. You have allowed my innovative mind to expand more on my business ideas."

**Andrea Ngui
ACE SMU Society, Vice President (2006 / 2007)
Saint Mary's University, Sobey School of Business**

"As a successful entrepreneur himself, Corey understands the challenges a new business owner will face. His workshops provide a solution-based approach that resonates with our clients' needs. His professionalism and passion for entrepreneurship makes Corey a great fit for CEED."

**Jeremy Crawford
CEED Centre for Entrepreneurship Education and Development**

PARTIAL CLIENT LIST

Dalhousie Management Career Services

Nova Scotia Community College

The Travel Store

CEED Centre for Entrepreneurship Education and Development

ACE SMU Society - Sobey School of Business

Nova Scotia Association of CBDC's - Students in Business

Sun Life Financial Canada

ADT Security

Gemini Screen Print & Embroidery

Nubody's Fitness

Premiere Van Lines

Iwave

Nova Scotia Tourism Human Resource Council

Open for Business

CAFP (Canadian Association of Foodservice Professionals)

Armco Communities

Sensor Wireless

Wolseley Waterworks

Blind Source

Sistek Atlantic

Island Offset

BIO-COREY POIRIER



An award winning executive and an accomplished entrepreneur by the age of 22, Corey Poirier launched his first business at the youthful age of 19.

“Alternative Careers” was PEI’s first regular monthly entrepreneurship newspaper and starting out as a newspaper publisher provided Corey with a level of experience he may not have otherwise acquired (especially at such a young age).

In fact, in his first year alone, while still just 19 years of age, he was fortunate enough to interview more than 50 prestigious business leaders, accept speaking engagements on behalf of ACOA and have his achievements profiled by CBC Radio, CJRW Radio and Canada Prospect’s Newspaper (circulation: 1,000,000).

Shortly thereafter, Corey decided to pick up stakes and move to Alberta in hopes of learning more about the competitive corporate business arena. As fortune would have it he secured an executive position with a Fortune 500 company and became their youngest President Club Member in the Canadian division’s history.

Hoping to gain to a level of knowledge typically reserved for leading global companies he spent the next eight plus years working first for a Fortune 500 Company and than a Global 1000 Company.

Never one to take things slowly, in 2003 Corey launched his professional speaking company; a training company called The International Sales Training Institute, an online sales community at www.tisti.com, and co-hosted a bi-weekly radio show.

Fast forward to 2007 and one discovers that Corey still operates a company that provides professional speaking services to businesses throughout Canada, A business newspaper that helps small and medium sized businesses share their unique success story, and one also discovers that a very partial list of his 2007 speaking related clients include such prestigious company’s as Dalhousie Management Career Services, The Travel Store, Premiere Van Lines, Nubody’s Fitness, ADT Security, Sun Life Financial Canada, Sobey’s School of Business, Gemini Screen Print, Open for Business, ACOA, CEED, Iwave, Nova Scotia Association of CBDC’s, CAFPP, Island Offset, Sensor Wireless, etc. etc.

A more detailed list is included in his speaker's kit and at www.coreypoirier.com.

Furthermore, to coincide with the business related teaching position he accepted with the Nova Scotia Community College back in 2002 he recently agreed (in 2006) to start working in the Nova Scotia Community College's Customized Training Program as well. This is a relatively new position within the Nova Scotia Community College infrastructure.

Even more recently, he was offered the opportunity to record a business efficiency CD called **The Productivity Factor** and he also became a regular contributor to business newspapers like Accent on Business, Prestigious websites like www.evancarmichael.com and www.ezinearticles.com and a 2006 contributor to widely circulated magazines like SOHO Magazine (Circulation: 300,000).

Rounding out what was already a fantastic year, in 2007 Corey also celebrated five years as a stand-up comic (Starting with the Halifax Comedy Connection Troupe which ran from 2002 to 2004, moving on to the Comedy Dawgs Troupe that ran from 2004 to 2006 before finally settling into the new Halifax Yuk Yuks club that opened in October of 2006).

Performing stand-up for thousands of audience members since 2002, he was recorded twice for a CBC Radio nationally syndicated program, performed twice in the national Great Canadian Laugh-Off Competition and his performances have appeared on various stages throughout Halifax and as far away as Montreal.

Having a great understanding that his Keynote Participants learn more (and easier) when humor is properly involved and presented in a political fashion, Corey truly understands how to mix his educational teachings with his strong comedic background so that his students leave with a profound understanding of the knowledge he imparts.

Biography by: Nancy M. Doucette

Client Testimonial Break:

I have met with Corey at a one-on-one level and have attended at least four of his speaking engagements. I am very impressed with his energy and enthusiasm and how much he enjoys and applies himself to his work. Corey has the ability to engage the audience, encourage reflection of our perceptions and practices, and challenge us to make improvements. If you are driven like me, have made commitments and goals to reach a certain level of success, and understand the principle of surrounding yourself with like-minded individuals; Corey Poirier is someone you should get to know.

**Cory Sanford
Vice-President - Commercial Division
Premiere Van Lines**

AV REQUIREMENTS:

Digital Projector
Projector Screen
Mic (if applicable)

LINKS TO COMMON COREY POIRIER WEBSITES:

www.coreypoirier.com

www.tisti.ca

www.islandbusinessnews.com

www.sonicbids.com/coreypoirier

www.tisti.com

FOR PRICING PLEASE CONTACT US DIRECTLY USING THE CONTACT INFORMATION BELOW:

CONTACT INFO:

Corey Poirier / 877-248-4784

bookings@coreypoirier.com www.coreypoirier.com