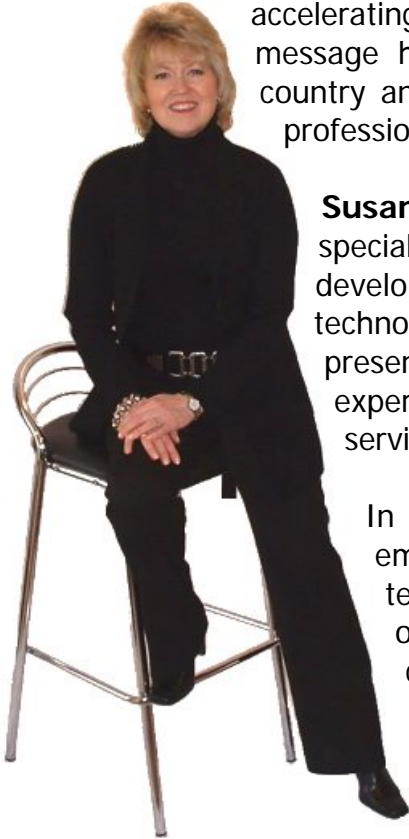


Are you looking for a speaker with impact? Meet **Susan Clark** ... known for her enthusiasm and down-right practical advice. Susan offers a new viewpoint on accelerating your marketing efforts with less effort and in less time. Her message has caught the attention of corporate executives throughout the country and has inspired thousands to use technology to super-charge their professional lives.



Susan speaks to associations and companies across America. Her specialty is training sales and marketing executives and professionals to develop new business while maintaining existing clients by letting technology help them with their work. Her keynotes, seminars, and presentations center around thirty years of sales and marketing experience. She was the Director of Marketing for a Fortune 500, oilfield service company at the early age of 29.

In 1987, she founded Cornerstone Solutions, Inc. to help businesses embrace the new world of PCs. Cornerstone believes in making technology support you and your sales and marketing team (not the other way around). Their focus is customizing software to reinforce corporate sales and marketing strategies, while helping build stronger relationships with an existing customer base and convert prospects to customers. They are currently one of the largest resellers of ACT! in North America.

Susan is available for individual and corporate group training, teaching companies how to supercharge their business development efforts! She is the master at integrating computer topics with your marketing strategy, in an entertaining seminar that makes it all user friendly ... and even fun.



Susan has served over six years as an elected member on the ACT! Advisory Board (1 of 9 people in the world) which meets with the president, product development and other management teams to help guide the future of this top-selling contact management software. She is a veteran ACT! Certified Consultant and one of their Authorized Premiere Trainers. She also facilitates the Houston Area ACT! Users Group. She lives in Houston with her husband of 30+ years and 2 college-aged sons.



Cornerstone has also published more than 150 user guide titles for training people to better utilize their software, from simple manuals on Word and Excel to more complex guides on Visual Basic Programming. Susan is the author of several of those books, including eight versions of [The Official ACT! Quick Study Guide](#).



Topics

- **“Honk If You Hate Marketing”**
(Speech centers on using technology to make your marketing easier.)
- **“5 Technologies to Energize Your Business”**
(Looks at the newest technologies that can have a positive impact on your business.)
- **“One-to-One Marketing”**
(Using technology to personalize the selling process.)
- **“Being a Star Rainmaker”**
(Bringing in the accounts that count.)
- **“I Learned Everything I Needed to Know in Selling From SCUBA Diving”**
(Tongue-in-cheek message comparing lessons in life to successful selling techniques.)



Raves

"Susan, I want to be on your “Board of Advocates.” You make a decided difference in the efficiency and productivity of business.”

-Genie Fuller, America’s Referral Coach

"She immediately inspires confidence and respect with her strong presence and considerable experience. At the same time, she engages her audience with fun props and anecdotes, ensuring that her message is both heard and understood.”

-Ted Cooper, ACT Product Manager

"Her real world examples energized the audience, giving us amazingly powerful techniques and a step-by-step approach to putting the technology of the digital age to work for us.”

-Evalyn Shea, Association of Proposal Management Professionals

"Wow. You have to come back next year!"

-Sharon Berryman, River Oaks Business Women’s Exchange Club

Contact Information

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Introduction Bullets

- **Author** of *The Official ACT! Quick Study Guide*, which is now in its eighth edition and sold exclusively on ACT!'s website.



- **Leads marketing workshops** around the country teaching small businesses how to create and execute their own marketing campaigns using their company database.
 - **President** of one of the largest (and most successful) **ACT! Consulting firms** in the world.
 - The company started in 1987 (over **20 years of operation**) and is consistently one of the **leading ACT! sales teams in the country**.
 - **1 of 9 members** in the world on the **ACT! Advisory Board** which meets monthly with the president of ACT! and the product development team.
 - **Developed training program** for ACT! to teach corporations how to administer their own databases. She is also certified as an **ACT! Premier Trainer**.
- **Trains and certifies** ACT! consultants FOR ACT!.
 - **Married** more than 30 years (to the same man), they have **2 grown sons**.
 - **Scuba diving** enthusiast