



Martha Hanlon and Chris Williams

Authors of *Customers Are The Answer to Everything*

Martha Hanlon

Martha Hanlon is a thought-provoking marketing expert who spots trends and breaks a lot of marketing “rules” to deliver new results. Her forward-thinking has led to the identification of nine marketing leverages that create the fastest path to customers. Fun, engaging and a bit irreverent, Martha is passionate about supporting small businesses by teaching them how to market and encouraging the rest of us to spend money with them. Martha has founded three marketing companies, after years leading product management and marketing divisions in Corporate America. She’s worked with more than 2470 companies from Fortune 100 to VC-backed start-ups to the auto dealer down the street to build brands, create new services and generate customers. Martha has an MBA from The Wharton School, University of Pennsylvania and a B.S. from Duquesne University. She is a sought after writer, speaker and trainer. She is the primary author of *money-Making Marketing* and the #3 Amazon Marketing Best Seller, *Customers Are the Answer to Everything*. She currently sits on several Boards.



Martha Hanlon
Small Business Expert



Chris Williams
Small Business Experts

Chris Williams

Recognized by Sacramento Magazine as one of the top five sales experts in the California capitol area, **Chris Williams** is a dynamic business builder, sought-after speaker and results-producing business coach. After training over 1,000 Xerox sales reps, she single-handedly built a \$4 million per year Xerox distributorship of 13 sales people that grew 18 percent year over year. She blends her years of corporate experience with her hands-on entrepreneurial knowledge as a highly successful business owner into interactive, high-energy and high-content programs. Program participants report results like, “I increased my sales by 233 percent.” “I closed 60 leads in 45 days.” “I tripled my business in 90 days.” Chris is the co-author of *Customers Are The Answer to Everything*.



Contact Us Today to Book **Martha Hanlon and Chris Williams** for your next event.

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