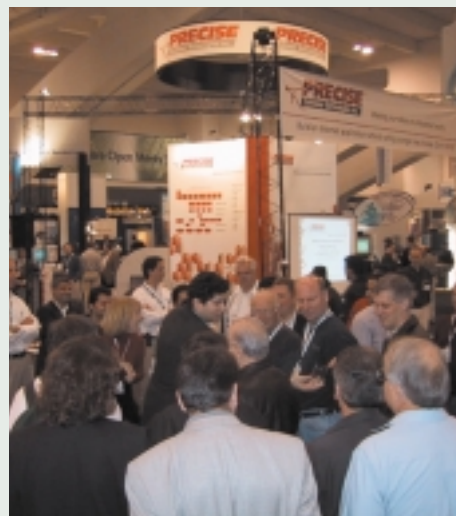


The Magic of Lead Generation



Lead generation and drawing an audience at events is the bane of every salesperson existence. With all the competitive noise and marketing how can a company stand out? One somewhat unconventional option is to rely on magic. Not just any magic or magician, but the master at combining sales, marketing pitches and the sleight of hand — Billy Harris. Take a unique look at his craft of magic as it pertains to driving high tech sales:

With the increasing pressure of demonstrating high ROI with tradeshows, executive summits and other industry events some companies are utilizing the art of magic. When done properly magic can act as a big catalyst to draw crowds, impart key messages and generate leads. For the past fifteen years Billy Harris has been amazing corporate audiences with his contagious energy and unique sales presentation. With a program that is part laughter, part illusion and part motivation. Billy's sharp timing and outrageous improvisational skills add a new dimension to sales meeting or trade shows.

On the Trade Show floor, Billy's an expert at bringing people into your booth. His customized presentations integrate a company's product with comedy and sleight of hand to capture and captivate show attendees. The net result: an exciting atmosphere, bigger crowds, and more potential leads



It all began at the age of five.

Billy's first experience with magic came when he was five years old — he made a quarter "vanish". While this in itself is not enough to build a career on, Billy continued to master his skill. By the



tender age of five and a half, he had added the ability to "work a room" to his art! He's been perfecting both these skills ever since.

Watch your next sales meeting come alive as Billy combines magic with your company's messages to create an energy that educates and entertains. Whether he cuts off the chairman's tie, rips a hundred dollar bill in two or shoves a deck of cards in his mouth. Billy's program will serve as the thread that weaves your entire meeting together. Billy will transform your conference into an unforgettable experience.

If a company wants to emphasize trust, for example, Harris will call an executive onstage and borrow his wedding band. He'll place the ring in a bag and crush it with a bowling ball. "By this time, everyone thinks I'm crazy," he says. Next he produces a sealed Twinkie! Presto! Out comes the ring. "I put a little magic into the meetings," says Harris.

"People hire me and they think they're hiring a magician, but hopefully they'll think of me as a member of the team," Harris says, "a salesman who happens to do magic." Sleight of hand blended with stand-up comedy is his means of communication, whether to draw a crowd at a trade show, to emcee a sales meeting or to launch a new product.

For the fourth year in a row you can see Billy in action at the ARM booth at Embedded Systems 2004 Conference. If you miss that you may see him working with IBM, Fuji, Fujitsu, 3Com, APC, LSI, Belkin, Qlogic, Samsung, Boeing, Purina, Caterpillar. Billy can be reached at www.billyharris.com or by calling him at 323-460-7012.

So next time you faced with the challenge of standing out in a crowd think about creating your own - with magic and Billy Harris.



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