



Bob Paff Background:

A firm believer that we are all in sales, Bob Paff motivates professionals from all walks of life to tap their inner salesperson. Direct, unfiltered and always full of wit, Bob is equal parts motivational speaker and business communications specialist. His expertise, insight and “real world” solutions will propel your team to newfound success in work and beyond. Participants will walk away with:

- A new realization about how they can and do contribute to their company’s bottom line
- An understanding of how their attitude and presentation impact the entire organization
- A renewed sense of their valuable contribution as employees

For as the son of a factory worker and a legal secretary, Baltimore native Bob Paff’s inner strength has always been humbly rooted early on in the simple but powerful words of Abraham Lincoln who said “Whatever you are, be a good one” that has since been Bob’s guiding force and life philosophy.

In 1990, Bob launched his financial services career with Mass Mutual. Yet it was only a matter a time before he founded Integrated Benefits Corporation (IBC), a full-service financial services boutique for individuals, families, and small businesses which eventually merged into First Financial Group (FFG) continuing to provide financial planning, insurance and retirement benefits for over 1000 clients nationwide.

Nationally recognized in the field of insurance and benefits, Bob is a highly sought-after speaker at hospitals and leading academic institutions on a variety of topics. Over the years, his passion and motivational message have grown to encompass effectively empowering the success of not only those in businesses but in all facets of life through his platform “Communicating To Win”.

Bob’s message of inspiration, motivation and empowerment has reached a diverse list of prominent institutions such as Johns Hopkins University Hospital, PNC Bank and the Boy Scouts of America to recently sharing the stage with New York Mayor Rudy Giuliani and Dr. Ben Carson as the Master of Ceremonies and local face of the Small Business Survival Summit.

In addition Bob has been featured across many media outlets as well as having his own “*Competitive Edge*” segment on Fox TV , his “*Communicating To Win*” CBS Radio show and appearances on ABC 2’s “*Good Morning Maryland*” and MPT’s “*Your Money & Business*”.

Active in the community, Bob serves as a trustee on the Maryland Academy of Family Physicians Foundation Board and is a board member for University of Maryland Hospital for Children Board of Visitors. He founded the ‘Coalition for a Better Baltimore’ and served as an advisor during Baltimore’s 2007 Mayoral election. Bob is also a member of the Economic Development Committee for the Downtown Partnership of Baltimore, Inc. and the Land Use Committee for the Roland Park Civic League.

References

"Out of the 100's of Industry meetings and seminars I've attended...Bob has the refreshing ability to easily connect with the audience from the new employee to the 40 year veteran. His message is relevant, inspirational, genuine and passionate as are the stories and experiences he shares from his life. Bob's presentation was targeted and on point. He delivers important and actionable material. You can tell he lives for the moment and doesn't hesitate. I highly recommend Bob!"

- *David Decker, CLU, ChFC*
President of Innovative Underwriting Services

"Bob is energetic and passionate about helping others effectively convey their own message clearly and effectively -- and with passion. It would be hard to find someone more personable, hard working and devoted to his work than Bob Paff."

-*Hope Keller*
Special Publication Editor
The Daily Record

"I have known Mr. Paff for several years now and am quite fond of his multiple talents. I recently heard him speak at my association's national meeting and he was quite impressive. His message was clear but he is also a quite entertaining speaker. He is poised and professional. Bob is very knowledgeable about his craft and handles tough questions with ease. He is really a great guy and will do a great job for your organization."

- *Yvette L. Rooks, M.D.*
Former President, Maryland Academy of Family Physicians
Vice Chair and Residency Director, Department of Family & Community Medicine
University of Maryland School of Medicine

"I recently had the opportunity to co-present with Mr. Bob Paff at the October 2008 Northeast Regional Meeting of the Society of Teachers in Family Medicine for a seminar about Physicians and Marketing. Mr. Paff is an engaging, interactive and informed speaker. Our talk received nice reviews. I have also heard him speak at other occasions (lectures to our family medicine residents). He always comes across as confident and polished, and uses his AV tools effectively."

- *Netra Thakur MD*
Faculty Physician
Department of Family Medicine, Franklin Square Hospital

"Bob spoke to over 100 of our long-term care managers, who provide strategic counseling to our clients on a daily basis. He was very professional and passionate about the topic and even provided ways to implement his ideas and strategies."

- *Tim Nelson, CLTC*
Financial Advisor | Long Term Care Manager
Wealth Strategies Group, Colorado

"Bob Paff has an incredible ability to connect with people in a touching and personal way. Bob always brings his passion and dynamic personality to the table. He easily takes complex topics and makes them understandable to everyone."

- *Dave Heydrick, M.D.*

Presentation Topics:

Bob Paff is able to motivate, educate and entertain an audience on a wide range of topics. In addition to his extensive knowledge and experience in sales, health care and finance, he'll show a group how to lead, communicate and even embrace change more effectively. Designed for groups of all sizes, Bob's presentations leave everyone from administrative assistants to CEOs feeling more competent, confident and energized in nearly every area of their lives.

Presentation topics include:

- Change
- Communication Skills
- Customer Service
- Entrepreneurship
- Employee Benefits
- Medicine
- Leadership
- Management
- Motivation
- Sales

Following are some of Bob's most popular presentations. An organization can select the one best suited for its needs or let Bob create one tailored to its specific objectives.

Playing at the Top of Your Game: Putting It All Together

"It's taken me 20 years to become an overnight success", says Bob Paff. However you can shortcut your success curve in this talk empowering you with a lifetime of skills and experiences.

ME Inc: The Business of You

Whether you own the company or work in the mail- room, your success begins every day your feet hit the floor. For it is not the company that writes the amount on your paycheck, it is the value you bring to work every day that does. Why? Because you are the CEO of ME Inc. You are the greatest resource you can ever be given!

Find Your Inner Salesperson

As Tom Peter's put it and I preach it, "We're all in sales". It just looks different for all of us depending on what we do and who are target client is. Without discovering your "inner sales soul" you can't swim with the sharks!

Relationship Building: Personally Connecting to Profits

There is value in every relationship! Let Bob show you the undiscovered profits in tapping into the every- day opportunities to build relationships with those around you on a daily basis.

Wake Up and Serve The Coffee – “Walk of Excellence”

Deliver this everyday and you'll have more prospects and clients than you can handle!

Average Presentations/Talks per year:

Bob Paff typically averages 2 - 3 engagements per month.

Fees

Bob Paff's current Keynote Presentation fee is \$25,000 Net per presentation which averages 40 - 45 minutes with a 15 - 20 minute Q&A session plus the provisions.

*Bob Paff also conducts Executive Coaching and Workshop programs customized for each companies needs.

If interested in more information about Bob Paff, please contact us at 1-800-833-5150 or info@bobpaff.com

For Booking Arrangements and Contracts please see below:

Contact Information:

N. Dann Moss
The Dann Moss, Group, LLC
7366 Eldorado St.
McLean, VA 22102
T: 571 239 3323
E: dannmosstv@aol.com
www.bobpaff.com

BOB  PAFF