

# SPEAKER SHEET

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## INTRODUCTION

Mark Cook of Windfall Partners keeps great leaders thriving & gets others unstuck. **Bold Encounters™** is an advanced method of leading: revenue boosts, team acceleration, and potent problem solving. Mark's speeches offer leaders **10 secrets** of great results or **outreach for referral selling**.

After an MBA, Mark worked for Stephen Covey, Ray Noorda, and led turnarounds and tech-exits as a chief executive. Mark led global research, the largest-ever study of award-winning pivots, and hosts vodcast: *Bold Encounters*.

Mark led *New York Times* and Amazon bestsellers, and *Priorities Magazine*, **interviewing**: Diana Kelley (AI), Marty Cooper (cellular), Herb Kelleher (Southwest), Jehan Sedat (Egypt), Walter Payton (NFL), Sen. Liddy Dole, Brad Parkinson (GPS), etc. to inspire leaders in 50 global cities. Mark led 4,000 client wins at top brands, like **Oracle**, **Bank of America**, etc. plus smaller firms (CEOs) for **Vistage**.

Mark competed for national-champion Highland Rugby, in three ironman races, as youth coach for 20 years (5 sons), and lives with wife, Annika, prioritizing family.



🗣 Mark is a proven business builder, rare leader, and brilliant salesperson. I've watched Mark grow firms."  
-Stephen Covey



## 10 BOLD ENCOUNTERS FOR LEADERS

**Bold Purpose:** Generate *team* passion for your firm's purpose.  
**Bold Vision:** Envision client success and stir *client* passion.  
**Bold Mission:** Mobilize teams to accomplish core priorities.  
**Bold Objectives:** Empower leaders to achieve quarterly results.  
**Bold Goals:** Support individual goals to gain more great work.  
**Bold Discovery:** Imagine client delight to make a difference.  
**Bold Immersion:** Scout client spaces to elevate minds & profit.  
**Bold Outreach:** Ask adjacent experts for breakthrough ideas.  
**Bold Focus:** Converge on two changes to gain profit & delight.  
**Bold Delight:** Work to thrill clients for a referral-gaining finish.

Even one action in a session raises odds of great success 2X.  
Four actions raise odds of importance 11X and profit gains 5X.

🗣 Our session paid off tangibly. I was promoted to executive of my \$2-billion firm. I credit Mark and his framework for this."  
-J. Stott (reference contact upon request)

## BOLD OUTREACH FOR SELLERS

Gain your best bet in selling and watch your calendar fill:  
**Contacts:** Draw out priority references easily in five ways.  
**References:** Ask references about pre-selected referrals.  
**Referrals:** Book meetings as an expert with valuable purpose.

- 4.2X odds of new meetings with B2B referrals vs. leads
- 69% faster closes with referrals over other prospects
- 50-70% close rates for referrals vs. 10-30% for cold leads
- 3.4X odds of better profitability with social support\*

🗣 Mark's method has appointments lined up and shocking amounts of revenue coming. I credit Mark for all of this."  
-D. Frampton

🗣 Mark's strategies made a big difference. The day I began his steps was the single, most productive day in my career."  
-S. Hubbard

\*Nielsen, HubSpot, Cook

