

Media Kit

Contents:

Meet Chuck Piola	2
Chuck Piola— Keynote Speaker & Coach	3
Seminar Topics	4-7
Going In Cold	4
Life, Leadership & George Washington.....	4
A.D.D. Your Marketing Advantage	5
The Role of the Manager	5
The Grey Ghost	6
Life of a Salesman	7
<i>Going in Cold</i> (Chuck's Highly Acclaimed Business Book)	8
Testimonials	9
Chuck in the News	10-13
48 Hours with the King of Cold Calls, <i>Inc</i> Magazine	10
Ethics Equal Profits, Catholic University	11
Personal Best, <i>Inc</i> Magazine	12
The Cross that Made Him a Success, Catholic Standard and Times	13

Chuck Piola



Dubbed “The King of Cold Calls” by *Inc* magazine, Chuck Piola has been described as a salesman, Renaissance man, and visionary corporate leader. A native of Waterbury, Connecticut, Piola graduated from Sacred Heart University in 1969 with a BA in history and began a short-lived teaching career.

He eventually moved into sales with positions at Trans World Systems and IC Systems, both accounts receivable management companies. His next career move involved a partnership and the formation of NCO Financial Systems.

A decade and more than 15,000 cold calls later, NCO had grown from sixty clients to nearly 100,000; from \$70,000 in revenue to over a billion dollars annually; and from four employees to a staff of more than 20,000 around the globe. Such tremendous growth is the result of classic entrepreneurship as executed by Piola and his colleagues at NCO. Piola attributes his success to “focus, drive, and the ability to follow through.”

Since retiring from NCO in 1996, Chuck Piola has been a much sought after consultant and motivational speaker, sharing the valuable tips and wisdom he has gathered throughout his career as a teacher, salesman, and entrepreneur.

Piola is also a dedicated philanthropist, donating his time, intellect, and wealth to various organizations. His philosophy is simple—*There’s always a balance in giving and receiving. It’s amazing. It works in business and in personal affairs.*

Chuck serves on these boards:

- Chester County Historical Society, PA
- Boy Scouts of America, PA
- Legatus, Philadelphia, PA
- The International Institute for Culture, Philadelphia, PA
- Brandywine Battlefield Commission, Chadds Ford, PA
- Regina Coeli Academy, Glenside, PA



Chuck Piola



King of Cold Calls



Keynote Speaker & Coach

Dressing to the nines will get you in the door but what Chuck Piola has to say will keep the door from hitting you in the behind.

From the business world to the private sector, Chuck has educated, motivated, and entertained thousands throughout his career.

Let the King of Cold Calls share a career's worth of wisdom and knowledge at your next conference. To schedule Chuck for a corporate meeting or event, kindly direct all inquiries to Info@ChuckPiola.com.

Chuck will tailor a success talk to suit your needs or you can choose from one of his popular seminars:

- Going In Cold
- Life, Leadership & George Washington
- A.D.D.—Your Marketing Advantage
- The Role of the Manager
- The Grey Ghost
- Life of a Salesman

➤ ***Chuck has the essential ingredients to motivate your audience—Experience, Know-How, Integrity and Character.***

➤ ***Schedule Chuck as the keynote speaker for your annual corporate meeting, sales seminar, management summit, convention, or development conference.***

Chuck Piola



King of Cold Calls



Seminar Topics

Going in Cold

How to Turn Strangers Into Clients and Get Rich

Doing it

“Get up in the morning, face the day, walk into a business and sell them!”

Program Focus:

- Risk – Where the fun is!
- Getting out of your comfort zone
- Opening Lines
- Winning friends and getting referrals

Life, Leadership & George Washington

“In virtue, leadership, courage and selflessness, George Washington is the epitome of Cincinnatus, the ancient Roman political figure. Be a mentor and a contributor.”

Program Focus:

- Leadership
- Courage
- Determination
- Ethics
- Character

Chuck Piola



King of Cold Calls



Seminar Topics cont...

A.D.D. – Your Marketing Advantage

“People with “Attention Deficit Disorder” are some of the most successful people in business because they always have fifteen pots brewing at once.”

Program focus:

- Follow Up
- Changing your Method
- Boundless Enthusiasm
- Motivation Vs. Validation

The Role of The Manager

“Once you identify each associate’s strengths, learn to use those qualities to everyone’s advantage. You are their teacher, mentor, motivator, parent, and friend.”

Program focus:

- Leadership & Direction
- How to interview, hire, and train a salesperson
- Unlimited Growth

Chuck Piola



King of Cold Calls



Seminar Topics cont...

The Grey Ghost

“The grey ghost slides around in the trunk of your car with the old textbooks and training manuals that you haven’t opened in years. When you have a bad day, or don’t make your monthly sales figures or reach your personal goals, the grey ghost climbs out of the trunk and plops in the back seat. As a result, your attitude begins to sour and bitterness festers. The chatterbox in your head takes over saying things like, ‘I get no support from the home office.’ ‘This job stinks.’ ‘I’m not selling the right stuff.’ Now the grey ghost is reclining in the passenger’s seat and your anxiety increases. Next thing you know, he has slithered onto your lap and is driving your car.

“If by Wednesday, you haven’t told your story to someone new, get out into the field and tell your story. Bang on doors, make contacts, network, get psyched!”

Program focus:

- Rejection
- Hitting the Wall
- Attitude
- Facing Fear

Chuck Piola



King of Cold Calls



Seminar Topics cont...

Life of a Salesman

The Person Behind the Persona

“He’s crazy. Some days he comes home like a bear. He’s at the top of the world. He’s at the bottom of the world. Learn how to hold on and enjoy the ride. This is the perfect adjunct seminar for sales professionals and for those who live with sales professionals.”

Program focus:

- Blending a demanding sales career with a hectic home life
- Adjusting, coping, and thriving as a family

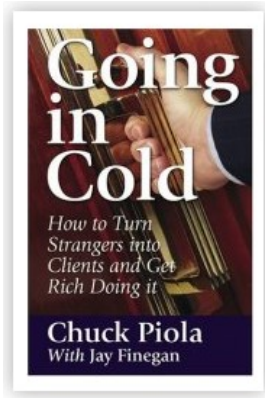
Chuck Piola



King of Cold Calls



Master the art of persuasion with ***Going in Cold | How to Turn Strangers into Clients and Get Rich Doing it***



Order Now! Only \$19.⁹⁵ + \$3.⁵⁰ S&H
Send check or money order to:

Chuck Piola
c/o **PO Box 212**
Swarthmore, PA 19081

Chuck Piola



King of Cold Calls



Ask about Bulk Order Discounts! Info@ChuckPiola.com

Inc. magazine named Chuck Piola the King of Cold Calls for good reason. He turned a family run business into a global colossus by going in cold, walking in doors and telling his story. Now you can learn from the master salesman.

Co-authored by former *Inc.* senior writer Jay Finegan, *Going in Cold* captures Piola's tactics and techniques in a brisk, entertaining style. Readers typically respond: "Once I picked up Chuck's book, I couldn't put it down!" and "It's so real. I can relate!" Chuck explains:

"This is a book about something more than sales, more than being in the top ten, more than winning. It's a book about hope, because without hope none of us would get out of bed in the morning. It's also a book about balance—the constant battle to try to achieve balance and keep it, and then to try to get it back again when it's been lost. It's a book for the risk takers, and the wanna-be risk takers. It's a book for the entrepreneurs."
—Chuck Piola

Successful Executives Endorse

Chuck Piola

"Chuck Piola—A Great Speaker, a Great Man, and a Great Inspiration...Thanks for making me Think! You challenged me!"

—Ralph H. Palman, Author of *8 Critical Lifetime Decisions*

"As you can imagine, in more than 20 years running Inc magazine, I've seen just about every major and minor business speaker in the country. Some deliver real value with regard to useful content. Some of those are actually entertaining. A few just grab you by the lapels—challenge you, provoke you, inspire you—make you want to go out and (in Chuck's case) sell something. I guarantee he'll make you laugh, he'll make you cry—and you won't want your money back."

—George Gendron, former Editor-in-Chief *Inc Magazine*

"Chuck Piola is one of the most dynamic speakers we have had in quite some time. Our membership thoroughly enjoyed his no-nonsense approach to sales and marketing. Whether speaking on business or real life issues, Chuck is an engaging and lively speaker. He can certainly motivate your sales force and empower people to act."

—Rob Powelson, President Chester Co. Chamber Business & Industry

"[*Going in Cold* is] A brilliant, experienced-based 'how to' book on not only sales tactics of cold calling but more importantly self-management of the emotional underpinnings required to achieve consistent sales success!"

—Dick Falcone, Chairman & CEO Evercom, Inc.



Successful businessmen, the caliber of Chuck Piola, always make interesting subject matter. Chuck has been interviewed on TV and radio and featured in articles by *Inc Magazine*, *Sales & Marketing Management*, *The Catholic Standard & Times*, and more. Snippets of those articles appear here.

48 Hours with the King of Cold Calls

A salesman par excellence talks about the rewards of cold calls.

Inc. Magazine, June 1991 | By: Jay Finegan

The marketing sophisticates say cold calling is dead -- that it's too expensive, too untargeted, and too ineffective to pay off. Chuck Piola, 15,000 cold calls and one fast-growing company later, disagrees.

Center City Philadelphia on a raw winter morning. Chuck Piola bursts out of his black Mercedes singing in full throat (this time it's the Drifters tune "Under the Boardwalk," handled off-key but with feeling) and scans a cluster of skyscrapers. He points to a building with particularly striking architecture. "Let's try that one," he says.

[more – <http://www.chuckpiola.com/pdf/pdf1.pdf>]

Chuck Piola



King of Cold Calls



Ethics Equal Profits

The Catholic University of America
April 13, 2007
Chris Harrison, Katie Lee

Students who doubted that honest businessmen finish first got a new perspective April 12 in Assistant Professor Andrew Abela's senior marketing class, after a visit from two of Philadelphia's most successful Catholic businessmen.

Charles "Chuck" Piola and James "Jim" Longon, both self-admitted "millionaires with rosaries," addressed two questions Abela says come up time and again in his Marketing and Community course: "Can one succeed as an entrepreneur without compromising one's values? And is it possible to use marketing techniques such as cold calling honorably and effectively?"

Piola and Longon were in agreement: yes and yes. The two men — both members of Legatus, a nationwide association of Catholic CEOs — are in Washington to attend the National Catholic Prayer Breakfast on Friday, April 13. "Since they were in town, we thought it was a great opportunity for my students and for them," Abela said.

[more – <http://www.chuckpiola.com/pdf/pdf9.pdf>]

Chuck Piola



King of Cold Calls



Personal Best

Inc. Magazine, January 1998

Annual sales forecasts can be like the weather: highly unpredictable and due to a variety of unseen factors. Yet NCO Financial Systems, a collections agency in Fort Washington, Pa., habitually meets its aggressive sales goals. The secret: President Chuck Piola discusses personal goals with each of the sales representatives before setting any company goals or forecasts.

While one rep may need to earn only \$40,000 a year, another may be motivated to earn \$75,000. That's fine by Piola, as long as all 25 meet their targets. "It's not important how much a representative expects to sell as it is to find out how," says Piola. "Are they willing to come in to work on Saturdays? Do they have accounts in the works that could yield those numbers? How many cold calls are they going to make a week?"

These meetings motivate sales representatives as well as stress the importance of meeting their annual goals. Their chances of fulfilling their quotas are much greater if reps set their own targets. "By troubleshooting sales targets at the beginning of the year, we really increase our chances of reaching our corporate revenue goals," says Piola, who has driven NCO's sales from \$8 million to \$125 million since 1992.

Copyright 1998 G+J USA Publishing

Chuck Piola



King of Cold Calls



Chuck Piola

The Cross that Made Him a Success

Catholic Standard & Times, October 21, 2004

Businessman of the Month

By: Michelle Laque Johnson, CS&T Editor in Chief

Ten-year-old Chuck Piola was mad at God. He was smart. In fact, he was so smart that his mind usually went faster than he could speak—and so he stuttered. The stutter affected him academically, socially and emotionally.

“I was afraid I would be called on in class so I would sit in the back and hide behind some kid,” said Piola, now a semi-retired multimillionaire and author of a new book, “Going in Cold: How to Turn Strangers into Clients and Get Rich Doing it.”

Eventually, the shy young man would be called on, and as he struggled to answer the teacher’s questions, other children would snicker and made jokes. He went to church and prayed that God would cure him. He even rubbed holy water on his lips. But nothing miraculous occurred.

“I was livid,” he said. “I stopped praying. I went through the motions. I prayed rote prayers, but I had no real conversation with God.”

Meanwhile, his classmates continued to ridicule him and to make stuttering jokes, and his teachers did nothing about it. It wasn’t until college that things began to change.

“I knew the only way to beat it was to confront it,” Piola said. “I kept putting myself in positions where I had to communicate. I developed a way to think slowly. I had to start weighing my words. Mostly, I had to say to myself, ‘I have value.’ Little by little, it went away.”

[more – <http://www.chuckpiola.com/pdf/pdf5.pdf>]

Chuck Piola



King of Cold Calls

