

JAY ABRAHAM

Leadership Guru, Ultimate Entrepreneur and Business Savant



As Founder and CEO of Abraham Group, Inc. (Los Angeles, California), Jay has spent his entire career solving problems and fixing businesses. He has significantly increased the bottom lines of over 10,000 clients in more than 400 industries, and over 7,200 sub industries, worldwide. Jay has dealt with virtually every type of business. He has studied, and solved, almost every type of business question, challenge and opportunity.

Jay has an uncanny ability to increase business income, wealth and success. He uncovers hidden assets, overlooked opportunities and undervalued possibilities. This skill set has captured the attention and respect of CEOs, best-selling authors, entrepreneurs and marketing experts. Jay's clients range from business royalty to small business owners. But they all have one thing in common – virtually all of them have profited greatly from Jay's expertise. Many clients acknowledge that Jay's efforts and ideas have led to millions of dollars of profit increase.

Jay has identified the patterns that limit and restrict business growth. He is an industry leader who enlightens clients that most industries only know and only use one particular marketing approach. He teaches that there may be dozens of more effective and more profitable strategies, and options, available to them. Jay shows his clients how to take different success concepts from different industries and adopt them to their specific business. This gives Jay's clients a powerful advantage over their competition.

Jay has been acknowledged as a unique and distinctive authority in the field of business performance enhancement, and the maximizing and multiplying of business assets.

Jay has been featured twice in Investors Business Daily – on the front page and in the Leaders & Success section ("Jay knows how to maximize results with minimum effort"). The March 6, 2000 issue of Forbes Magazine called him "The Real Thing" and listed Jay as one of the Top 5 Executive Coaches in the country ("*Jay's specialty is turning corporate under performers into marketing and sales whizzes*").

Additionally, Jay has been featured in USA Today, New York Times, Los Angeles Times, Washington Post, San Francisco Chronicle, OTC Stock Journal, National Underwriter, Entrepreneur Magazine, Success Magazine, Inc. magazine, and many publications.

Jay sees overlooked opportunities, hidden assets (both tangible and intangible), and underperforming areas of a business that no one else recognizes. His depth and breadth of empirical experience has facilitated exceptional judgment, communication, and collaboration skills. These are vitally essential traits necessary to establish, lead and effectively contribute to any organization. They are the prime abilities required to add new life and strategic vision to a company that is struggling, or one that needs to redefine or better distinguish itself in the marketplace. Jay is considered one of the world's foremost thinkers in the areas of revenue model generation, business model generation, strategic restructuring as well as marketing makeovers of every kind. Jay's principles can be the difference between mediocrity and a business that generates millions of dollars in additional revenue.

Jay has an estimated 15,000+ individual business success stories from around the world. Many of the world's preeminent trainers, consultants and entrepreneurial icons have sought out Jay's advice and counsel in growing their organizations. He has sold-out seminars in China, Singapore, Beijing, Shenzhen, Shanghai, London, Tokyo, Kuala Lumpur, Bali, Sydney, Melbourne, Canada, in addition to over 100 programs in the US. These seminars range in price from \$5K-25K.

As a proven business leader with energy and vision, Jay has demonstrated the critical ability to stimulate true breakthrough thinking and execution throughout large and small organizations. Jay's "four vital areas of performance enhancement" include Strategy, Innovation, Marketing, and Management. He understands how to focus on the upside leverage within an organization, while effectively controlling and minimizing the downside risk. Jay has a very rare ability to understand the implications, correlations, applications, opportunities and vulnerabilities in any given situation from a "Cat Scan" perspective.

His forte, which is the ability to think "way outside the box", "way inside the box", and to prepare for multiple potential scenarios. This has enabled him to find and successfully implement creative, preemptive, solutions to very complex problems in order to generate high-performance results. He has successfully established beneficial relationships with key strategic partners, and has developed cardinal business plans for many companies. These organizations boast that, with Jay's counsel, their objectives have consistently been met and/or exceeded. Additionally, Jay successfully invented and established the strategic business concept of "Power Partnering".

Investor's Business Daily said it best: "Jay knows how to get maximum results from minimal efforts. He directs questions like Patton directed tanks."

Due to Jay's extensive immersions/exposure to so many different types and sizes of businesses, he has mastered performance optimization – "getting maximum results from the minimum time, effort, people, expense, etc."

Jay's body of work has been extraordinarily successful assisting others. He has produced many thousands of success stories and made billions of dollars in total revenue for others. He has spawned an entire generation of marketing consultants and experts who credit him as their primary mentor as a result of his Protégé and Consultant Training programs.

Jay's life's work has been dedicated to growing businesses, advancing careers, and multiplying bottom lines exponentially. He believes strongly in ethical business practices and is a champion for anyone who wants to build their own business, advance their career, increase their personal wealth, and add to their personal growth

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