

Getting You Business is Our Business.

Strategic Marketing Solutions
That Elevate Your Brand and
Accelerate Your Growth



Marketing Solutions that Work for **YOU.**

Over the course of the last three decades, we've worked with hundreds of clients in various industries to meet their marketing goals. This gives you an advantage because we have a broad perspective that can be applied to help you grow your business by:

- **Building Brand Awareness and Recognition**
- **Creating a Steady Stream of Leads**
- **Increasing Website Traffic**
- **Enhancing Customer Experience**
- **Expanding Your Digital Footprint**
- **Generating New and Repeat Sales**

Regardless of your business model, B2B or B2C, finding, attracting and retaining high-value customers and staff is your goal — and ours.

Our Services



BRANDING SERVICES

Your brand is worth showing off.

We help you tell your story and increase brand awareness by developing a credible identity that is the real deal.



MARKETING STRATEGY

Marketing strategies that move you in the right direction.

Our strategic marketing services will help you move the needle and see an increase in your leads and conversion rates.



CREATIVE CONCEPTS

Creativity that makes you irresistible.

If you can dream it, we can help you create it. We know what it takes to get attention – and action.

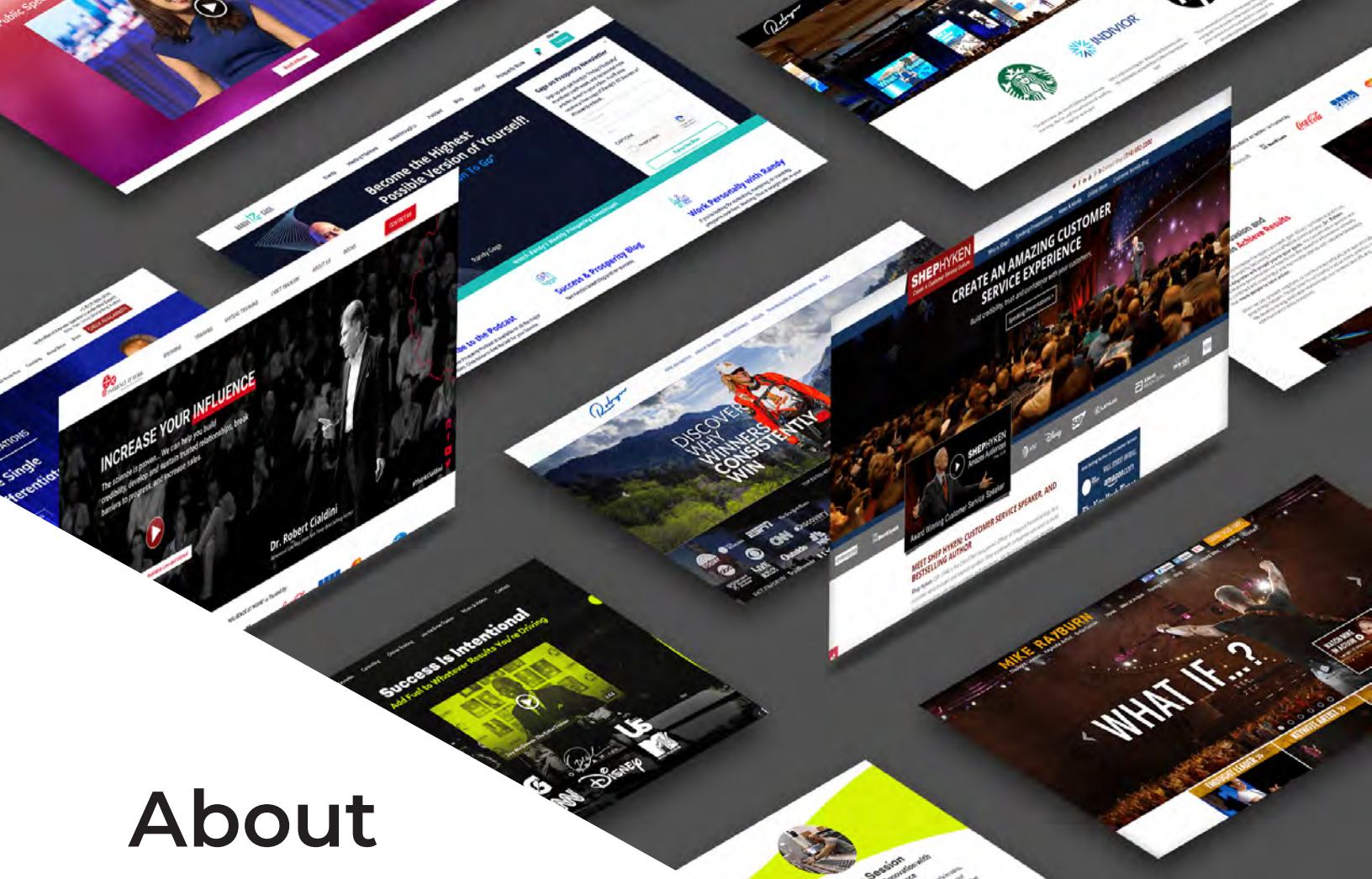


WEB SERVICES

Your online presence is the center of your company.

We craft effective web solutions that engage your prospects and converts them into leads.





About



Creative Marketing Services for B2B & B2C Brands Who Want to Expand Reach, Capture Leads, and Increase Sales.

At Prime Concepts Group, we know that there's no one-size-fits-all solution when it comes to marketing. So we create solutions tailored specifically to your business and its needs. Our team of experienced professionals have years of experience creating effective strategies designed with the goal of increasing visibility, engagement, leads, and sales in mind—so you can rest easy knowing you've got a partner who shares your vision and understand how to reach it too!

Over the course of the last three decades, we've worked with hundreds of clients in various industries to meet their goals. This gives you an advantage because we have a broad perspective that can be applied to help you grow your business. We offer innovative solutions, digital campaigns, marketing automation, video & graphic design services, and more.

7500+
PROJECTS

30+
YEARS OF
EXPERIENCE

100K
CUPS OF
COFFEE

Organizations of All Sizes Trust Us to Deliver



"Having worked with the Prime Concepts Group Team for more than a decade, together we've successfully completed countless projects large & small. Despite the task, Ford and his crew strive to **exceed expectations and consistently deliver superior work**. I had found that Ford and his team truly understand how to 'market' and work to guide their clients to products and designs that are not just "pretty" but to those that drive clients and prospects toward the desired outcome."

– Carrie Burrell, Executive V.P. **Mission Valley Bank**

"Working with Ford Saeks and the Prime Concepts Group has been one of the best business decisions I've ever made. We all realize how in-demand Ford and the Prime Concepts Group is. If you are fortunate enough that they have the time to work with you, jump on that opportunity. Your ROI will never be the same."

– Dr. Robert Cialdini, CEO, **INFLUENCE AT WORK**

"Prime Concepts Group has been **instrumental in our business**. Their team has gone above and beyond to ensure that our brand message is creative and communicated effectively. From developing our website to being our outsourced marketing department for social media, marketing, and advertising, **Prime Concepts has been an invaluable partner in our growth and success.** We highly recommend them."

– Andy Tanges, CEO, **Strategic Remodel, inc.**

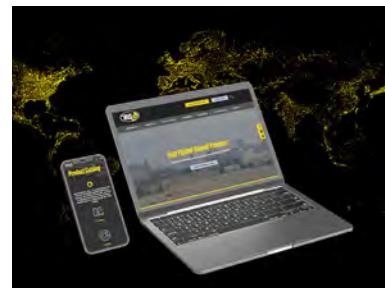
Just a Few of the Many Clients in Our Portfolio



Branding, Website Transformation, Print & Digital Marketing, Pay-Per-Click, Video Production, Social Media Management
RemodelKS.com



Strategic Marketing, B2B Website, Graphic Design, Video Production
Triaa.com



Digital Footprint Transformation, Strategic Marketing, Dealer Lookup Website, Marketing Automation
BGProd.com | BGFindaShop.com



Strategic & Digital Marketing, Branding, Website Transformation, Print & Video Production
REUZEit.com



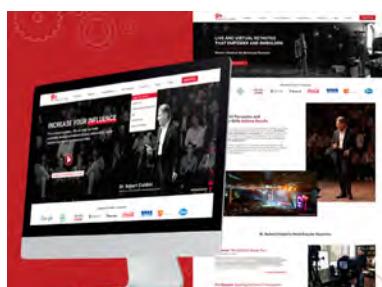
Community Bank Marketing, Commercial Website, Social Media & Online Reputation Management
MissionValleyBank.com



Branding, Digital Marketing, Website Transformation, Social Media Management
KeepsakeKottageHomePlus.com



Branding, Strategic Marketing, Website Transformation, Print & Video Production, Tradeshow Booth
AeroMach.com



Branding, Website Transformation, Digital Marketing, Print & Video Production
InfluenceAtWork.com

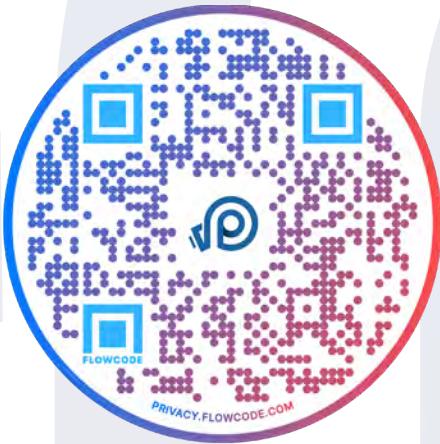


Branding, Strategic & Local Marketing, B2C Website Transformation, Print & Video Production, Pay-Per-Click
HarmonyHomeConcepts.com

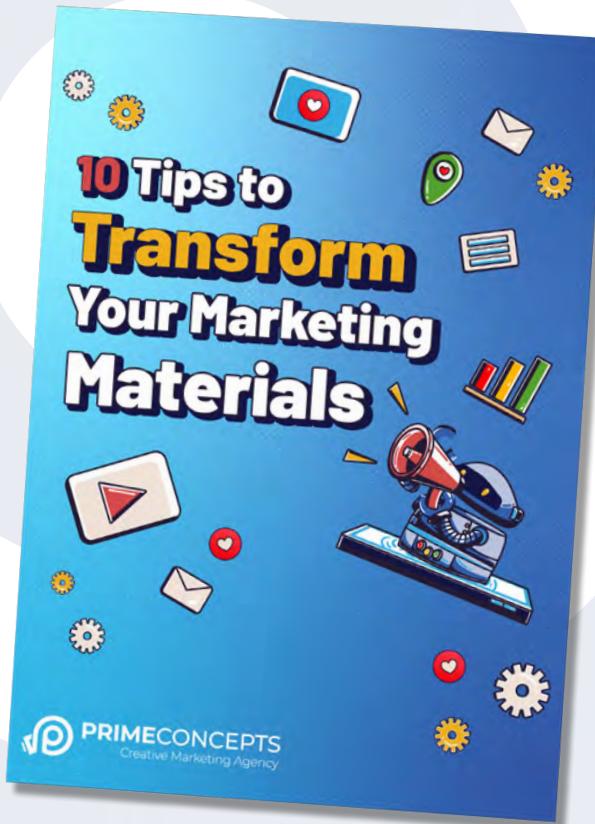
Customized solutions based on your outcomes

Ready to Increase The Performance of Your Marketing Efforts Right Now?

Whether you're an executive, marketing director, entrepreneur, business owner or sales person, these 10 tips will help you transform your marketing.



"10 Tips to Transform Your Marketing Materials Right Now", our guide to getting results.



www.primeconcepts.com/10-tips-to-transform-your-marketing

MOVER, SHAKER, RAINMAKER... FORD SAEKS

It all started with our founder and CEO, **Ford Saeks**, who would tell you that just having a great product or service means next-to-nothing. Prospects need to know how to find you, who you are, what you have to offer, and an easy way to do business with you.

Ford Saeks is more than a hall of fame keynote speaker, he's a research-based thought leader. An engine. An expert. An idea man and marketing machine. He helps businesses not by talking at them about success, but by talking them through the steps to get there.

FIRED UP IS NICE, FUELED UP IS BETTER

Elevate **PERFORMANCE**
Accelerate **GROWTH**
Generate **PROFITS**



Watch Trailer

BRIDGE THE GAP, GROW YOUR BUSINESS.

Organizations of all kinds are dealing with similar challenges...

- Overcoming Obstacles
- Technology Disruption
- Changing Buyer Behaviors
- Attracting High-Value Customers
- Economic Uncertainty
- Adapting to Changes
- Increased Competition
- Generational Differences
- Retaining Top Talent

Ford has worked with corporations and associations throughout the world, from start-ups to billion-dollar brands, helping them produce higher levels of personal and professional success.

**THE GAP ALWAYS COMES
DOWN TO ONE OR MORE
OF THESE THREE AREAS:**



Mindset



Strategy



Tactics

Once you are clear on the gap and put the right mindset, strategies, and tactics into place, the results are extraordinary. **Ford's Accelerated Growth System™** uncovers the path for exponential growth.

FORD'S MOST REQUESTED PRESENTATIONS:

Customized for B2B & B2C Brands

BUSINESS GROWTH ACCELERATION

Maximize Your Findability, Accountability, and Profitability



AI MINDSHIFT

Unleash the Power of AI, Avoid the Pitfalls, and Keep the Human Experience



SUPERPOWER SUCCESS

Unleash Your Inner Superhero to Bust Through Barriers, and Ignite High Performance



INNOVATIVE MARKETING & SALES MASTERY

Leveraging Your Brand to Build Trusted Relationships & Skyrocket Your Sales



WINNING WORKPLACE STRATEGIES

How to Find, Engage, and Retain Top Talent



REMARKABLE CUSTOMER EXPERIENCES

Creating a Customer-Centric Culture That Drives Repeat & Referral Sales



AI MINDSHIFT

Unleash AI Power Across Every Role

Ford Saeks
Business Growth Accelerator



3 Reasons Why You'll Love Working with Ford Saeks

- 1. Tailored Insights:** Custom strategies aligned with your goals to deliver real results.
- 2. Engaging Delivery:** High-energy presentations that captivate and inspire action.
- 3. Proven ROI:** Actionable takeaways that maximize audience value and impact.



Unlock the Power of AI

AI is transforming business faster than any technology in history. Ford Saeks cuts through the hype to show you exactly how to turn this revolution into revenue. Drawing from real-world success stories, he delivers practical strategies that work—no technical expertise required.

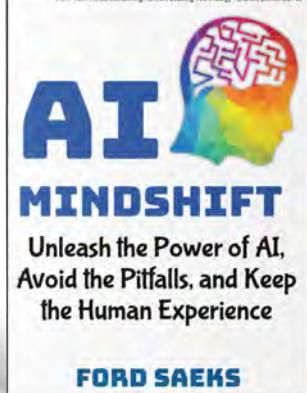
In this game-changing keynote, you'll discover how to:

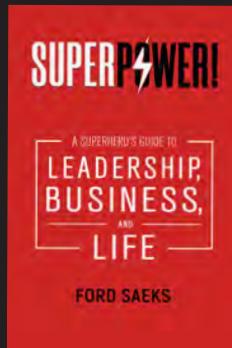
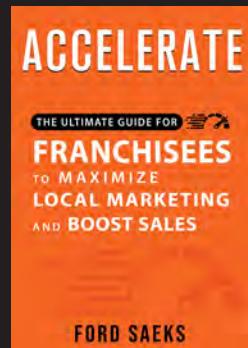
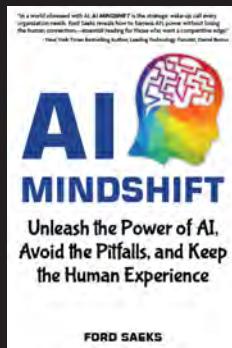
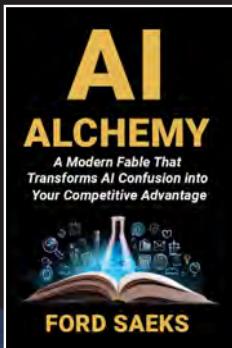
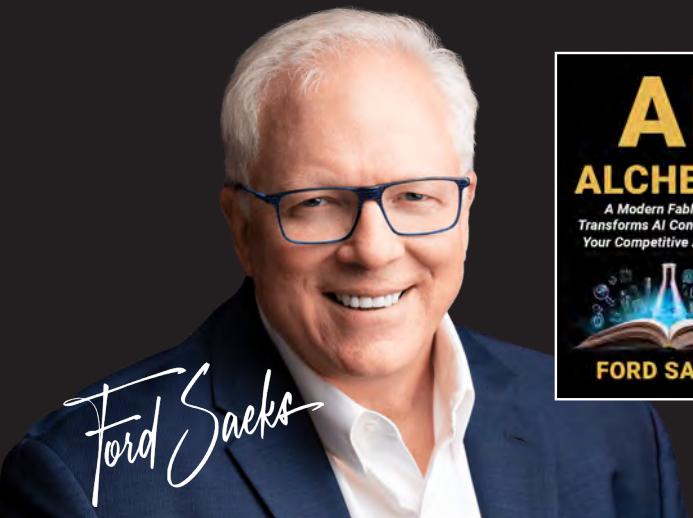
- Turn AI into Your Competitive Edge:** Automate the mundane and unleash your team's true potential
- Drive Immediate ROI:** Identify and capture opportunities that directly impact your bottom line
- Make Smarter, Faster Decisions:** Leverage AI insights without losing the human touch
- Avoid Costly Mistakes:** Navigate implementation pitfalls that derail most organizations
- Win Customer Loyalty:** Deliver personalized experiences that build lasting relationships

This isn't another technical talk—it's your blueprint for measurable results in today's AI-driven marketplace.

Discover how market leaders are already using these strategies to outperform their competition while building stronger customer connections than ever before.

"In a world obsessed with AI, *AI MINDSHIFT* is the strategic wake-up call every organization needs. Ford Saeks reveals how to harness AI's power without losing the human connection—essential reading for those who want a competitive edge." — New York Times bestselling Author, Leading Technology Futurist, Daniel Burrus





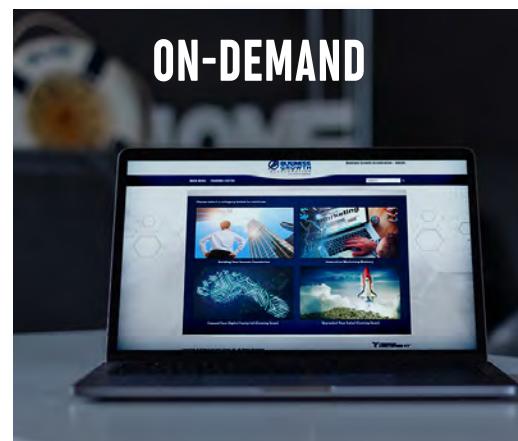
ON-STAGE



ON-SCREEN



ON-DEMAND



Empowering Audiences to Think Bigger, Act Faster, and Achieve More

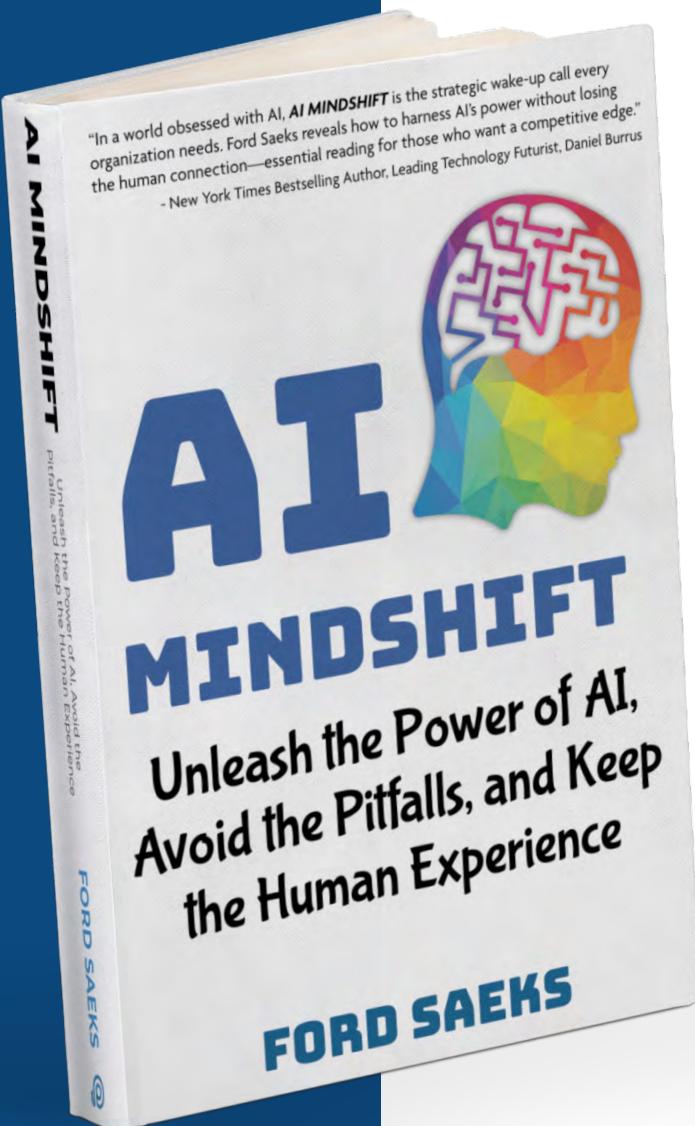
Ford delivers dynamic, tailored presentations that align with your event goals and captivate audiences of all experience levels. Known for his high-energy delivery and actionable insights, he equips participants with practical tools to adapt to change, seize opportunities, and drive measurable results... Guaranteed.

FORD SAEKS, CSP, CPAE

Business Growth Accelerator

- ✓ Hall of Fame Keynote Speaker
- ✓ Research-Based Thought Leader
- ✓ Author of 7 business books
- ✓ Trusted for Over 2,500 Events
- ✓ CEO of Multimillion-Dollar Companies





Boost Performance, Cut Costs, and Grow Your Business

AI MINDSHIFT isn't just about technology—it's about results. This practical guide shows you how to harness artificial intelligence to **drive growth, improve efficiency, and outpace the competition**.

For business owners, entrepreneurs, and leaders, this book delivers the strategies and insights to:

- **Streamline operations** for maximum productivity.
- **Attract and retain customers** with AI-powered tools.
- **Reduce costs** while preserving quality and the human touch.
- **Innovate faster** with AI-driven decision-making.

Packed with real-world examples and actionable steps, **AI MINDSHIFT** unlocks the potential of AI to deliver measurable results—fast.

ABOUT THE AUTHOR

Ford Saeks is a business growth accelerator with a proven track record of helping organizations generate over \$1 billion in sales. For decades, he has guided leaders, entrepreneurs, and teams to achieve measurable results by focusing on practical strategies that streamline operations, boost performance, and drive growth.

As an expert in AI integration and business strategy, Ford is known for cutting through the noise to deliver actionable insights that make a real difference. In **AI MINDSHIFT**, he shares the tools and strategies businesses need to leverage AI, reduce costs, and stay competitive—while maintaining the human touch that sets them apart.



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AUDIENCES RAVE ABOUT FORD



"If we stopped our event today on day one, we've already got a wealth of knowledge and content we can take home and apply, and it's been a success already."

— Ben Lively, Sales Coach, U.S. Lawns

"Our group valued Ford's great content and dynamic delivery style—he did his homework and really understood our brand and our franchisee's challenges."

— Bridget Sypolt, Director of Meetings, Gold's Gym International



"His keynote knocked it out-of-the-park and his break-out session was full to overflowing, with useable, salient, practical ideas for our Screenmobile Franchisees."

— Stephanie Andrade, Meeting Planner, Screenmobile Corporation



"You're definitely the best guy to explain it (AI). I've heard stuff about this before, but you definitely explain it in a way that I understand it and how to use it."

— Izzy Fintz, Hotel Owner, Quality Inn & Suites



"We have worked with professional Ford Saeks for more than 10 years as one of our most in-demand keynote speakers, interactive group facilitators, and tactical workshop trainers. Ford is a 'pros pro' all the way!"

— Katrina Mitchell, Chief Match Maker, Franchise Speakers



"We booked Ford for our national convention and hoped he'd live up to all the hype we'd heard. He EXCEEDED the hype. His keynote knocked it out-of-the-park and his break-out session was full to overflowing—not only with attendees, but with useable, salient, practical ideas for our members' businesses."

— Cynthia Hereth Meeting Planner, Restoration Industry Association (RIA)



Host of The
Business Growth
Show Podcast

Let's Discuss Your Needs for Your Next
Conference, Training, or Event.

Call/Text: 316-844-0235
or Visit: ProfitRichResults.com



Watch Trailer



Accelerate Your Business Today.

We're Not All Talk. Reach Out. We'll Listen.

Call us at 316-942-1111



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Creative Marketing Agency

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