



*"Your inspiration and professional insight contributed not only to a successful event but to the professional development of our sales team. Your point on how their winning attitude makes the difference was the highlight of the morning. Our sales team really enjoyed our meeting and your talk. Excellent, wonderful, energizing, down to earth, passion, enthusiasm are a few of the comments I received from our group about your program. I enthusiastically recommend Eric to anyone who is looking to book a first-rate, energetic, passionate speaker. We will definitely invite him back!"*

Mike Storey, President  
Morrison Homes

## CASE STUDY

Company: *Morrison Homes*

Category: **Speaker/Consultant**

**About Morrison:** Morrison Homes is part of the George Wimpey family, a publicly traded company in Britain. Morrison homes is rated in the top 5% of all home builders for customer satisfaction. Morrison has offices in Florida, California, Colorado, Nevada, and Texas. Morrison also ranks as one of the nation's top 20 homebuilders for home sales with over 4,000 homes sold each year.

**Current Situation:** Morrison Homes has a reputation for being at the top of the industry for service and sales. Morrison also believes in treating your customers right; it starts with treating your employees. The vice president of sales recognized the need to create a motivating work environment to compete in today's market.

**Reason:** Morrison hired Eric to ignite their sales team to get back to the fundamental purpose of selling homes. It then turned into an ongoing consultation. Eric came back to present at every Morrison University session.

**Results:** Eric conducted a keynote to the sales team and was successful in fulfilling the objective. He aligned the vice president's theme of preparation into a product he created called PAPPERATION H. Everyone received the product. Eric also worked closely with the creator of Morrison University which resulted in a series of educational, informational sessions to realtors on a variety of skills.

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