

***“Inspiring! All of us loved it!  
Their story came from the heart!  
The best session of the event!”***

- Anand Deshpande, Ph.D., Founder, Managing Director and CEO,  
Persistent Systems – Delhi, NY, London, Silicon Valley.



## **How to Increase Your Company’s Sales**

From the Founders of the World’s Largest Wine Brand!

Entertain & Educate your people with stories & lessons from their remarkable & disrupting company.

- The Two Division Company – Sales and Sales Support
- Worthy Cause Marketing – A Social Reason to Buy
- World’s Greatest Sales Pitch – I Can Help You Sell Your Product!
- No Such Thing as B2B – It’s B2B2B2C
- Be Proud of Being Different – Distinguish Yourself

## **Michael Houlihan and Bonnie Harvey**

Founders of Barefoot Wine, co-authors of the New York Times Bestseller, [\*The Barefoot Spirit: How Hardship, Hustle, and Heart Built America’s #1 Wine Brand\*](#), and [\*The Entrepreneurial Culture, 23 Ways to Engage & Empower Your People\*](#), both recommended by CEO Library for CEO Forum, the C-Suite Book Club, and widely used in schools of entrepreneurship.

Contact: [info@thebarefootspirit.com](mailto:info@thebarefootspirit.com) for keynote speaking, trainings or consulting.

***“Great insight from business owners who have been through it all. I’m still receiving compliments from attendees about what great speakers they were.”***

–Marice Hague, Marketing Director, Florida Small Business Development Center



## **Engage and Empower Your Company’s People!**

Make Your People Think Like Owners with Stories and Tools

from the Founders of the World’s #1 Wine Brand

- Sales, the backbone of the entrepreneurial culture
- Staff wide bonuses based on sales, growth, and profitability
- Need to Know v Know the Need – Engage Through Problem Solving
- Permission – Make Mistakes W-R-I-T-E!
- Acknowledgment – Authoritative Empowerment
- Fun at work! – Gaming adversity

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***“Amazing story, delivered with a warm and approachable style. A fun presentation with many valuable learning points. Virtually anyone who wants to build a brand and serve customer needs can learn from their story.”***

— Rebecca White, Director of the Entrepreneurship Center,  
University of Tampa



## **Inspire Your Students & Association Members**

The Barefoot Story – The Humble Beginnings of the World’s #1 Wine Brand

Learn how no money and no trade knowledge disrupted their industry.

- Hardship + Hustle = Opportunity; Opportunity + Heart = Success!
- Undercapitalized = Resourcefulness
- Make friends in low places – Everyone who touches your product
- Service what you sell – Don’t under estimate the cost of sales
- Stand for more than your product – Work with your communities

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