

# Meet Alvin Day

**Leadership Coach, Management Consultant & Keynote Speaker**

**Executive Director – The Empowerment Institute**

**Author** — Bestselling book—*If Caterpillars Can Fly ~ So Can I*, Plus *Persuasion Power...and more.*

Over 25 Years of Business Experience: North America, South America, Europe, Asia and the Caribbean.

**Core Offerings:** Leadership Coaching for Executives; Empowerment Keynote Speaking; Sales Strategy Development & Training; and Retailer-Supplier Category Management (CatMan) Collaboration.

His business career began with 10 years at Procter & Gamble in Sales Management. He also spent two years at Bristol-Myers Squibb in Strategic Planning and directed their national CatMan teams.

Alvin spent over 15 years in sales consulting and leadership coaching, helping *Fortune 500* suppliers and retailers to boost employee engagement, customer loyalty and profitable revenues. As one of the first six experts in the world who, starting in 1993, helped to popularize CatMan and Efficient Consumer Response (ECR), he played leading roles in the USA, Canada, Mexico, Colombia and the UK.

Alvin has led multifunctional teams to develop selling platforms for their brands and categories; he teaches presentation development and delivery and has helped individuals gain personal promotions and raises.

Serving a variety of clients in the financial sector—from banks to insurance companies and capital markets—his work includes *Best Practices* sales skills, transformation through empowerment and mindset change, as well as senior management leadership competencies. This work generates significant results, both quantitative and qualitative. Results range from a boost in sales and commissions for insurance sales agents, to breakthroughs for senior executives who experience his *Leadership Leverage Coaching*.

Client companies have attributed multiplied millions of dollars in sales gains and business improvements to the work Alvin has done with their teams. Examples:

- **Canada—Lori Hanson of Campbell's Soup** attributed a \$25 million sales increase to Alvin's work, through sales programs developed and sold to Loblaw's, Provigo and other Canadian retailers
- **Jamaica—NCB Insurance Co.** credited Alvin's sales coaching with a 276% increase in the number of sales agents who qualified for the 2016 *Million Dollar Round Table* (MDRT), compared to the previous four years. One agent, **Lola Johnson**, over-performed her sales targets by +83% and qualified for MDRT for the first time, giving credit to a three-day workshop with Alvin
- **USA—Meredith Ingram of Bristol-Myers Squibb** credited Alvin's two-year project of sales process development with millions of dollars in sales gains, including a \$1.5 million increase over one weekend, through Hannaford Brothers
- **Mexico—Colgate-Palmolive** reported significant gains in shelf space, positioning and improved relationships at Comercial Mexicana stores, after Alvin worked with Colgate to develop their sales/CatMan capabilities (All work done completely in Spanish)
- **UK—Sainsbury's and Heinz** repaired a very dysfunctional relationship when Alvin helped them both collaborate on retail projects in the Salad Cream category.

As Executive Director of *The Empowerment Institute*, Alvin is also a transformational leadership coach for senior managers and executives. Offering and delivering a 12-month curriculum of *Leadership Leverage Coaching*, Alvin helps companies fill the gaps of leadership not adequately addressed in universities or Human Resource programs. Examples: Public speaking & presentation skills; How to lead different temperaments and personality types; Emerging business processes and strategies for growth and profitability; How to get YES in the *Information Age*; Employee engagement and empowerment at a visceral level; Intellectual horsepower; and more.

Alvin has delivered *Leadership Leverage Coaching* for clients from Jamaica and the USA to Thailand and China and the results have been extraordinary. Examples include:

- **Nathan Ebert of Valvoline Company**—Credited Alvin with \$2.2 million worth of oil sold to O'Reilly's Automotive, a formerly uncooperative customer;
- **George Zhang of Ashland Chemical**—Credited Alvin's *Leadership Leverage Coaching* with \$2 million per year in quality control process improvements, plus getting a raise and promotion.

Alvin is also an accomplished empowerment keynote speaker. He disturbs his audiences with a sense of deep dissatisfaction about the *status quo*, the regular and the ordinary. He helps ignite a *fire in the belly* passion for achievement and excellence. Examples include:

- A Harvard University dropout changing his mind and re-matriculating;
- A Florida businesswoman doubling her income in 30 days;
- A West Palm Beach prison inmate changing his mind about killing a man; and
- A Jamaica businesswoman changing her mind about suicide and developing a 10 year life plan.

Alvin obtained two university degrees at the University of Wisconsin. After his careers with Procter & Gamble and Bristol-Myers Squibb, he then started his own international management consulting and leadership coaching business. Fluent in three languages, Alvin services clients in North America, South & Central America, Europe, Asia and the Caribbean. Residing with his family in Florida, he enjoys fishing, fencing and dominoes.

#### Client List Includes:

- Campbell Soup
- Valvoline
- Johnson & Johnson
- Pepsi—Argentina
- Nestle
- ScotiaBank Insurance Co
- North Western Mutual Insurance
- NCB Insurance Co.
- NBC/Universal Studios
- Eveready Battery Co.
- Sagicor Insurance Co.
- BOJ—Central Bank of Jamaica
- Kodak
- Ralston Purina
- Nabisco
- Colgate-Palmolive—Mexico
- Heinz—UK
- Sainsbury's UK
- Loblaws—Canada
- Kroger—USA
- Target Store—USA
- Winn Dixie—USA
- Carrefour—South America
- Comercial Mexicana—Mexico
- Ashland—Shanghai, China
- Guardian Life Insurance—Trinidad
- Dannon—Mexico
- Toastmasters—Caribbean
- Bimbo--Mexico
- *And many more*

***He has helped them; let him help you.***

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