



# CORDELL RILEY

ENGAGING, INTERACTIVE SPEAKER

## SUCCESS LEAVES CLUES HOW TO BE A SUCCESSFUL FRANCHISEE

Cordell's session can be your next fun, highly interactive and content rich Keynote, Workshop or Breakout at your upcoming conference. Some of the areas covered include:

- Having the RIGHT MINDSET and the importance of staying positive
- Following the SYSTEM: the system is the solution
- Working ON the business versus working IN the business

### A FEW OF CORDELL'S CLIENTS



*Cordell gave one of the most engaging sessions I've witnessed at our recent franchise convention. He had full participation by our franchisees in a workshop and delivered a powerful message on best practices for franchisees to build a robust business. I know our franchisees left inspired and will implement the learnings in their businesses.*

- Boris Katsnelson, President and CEO, SpeedPro Imaging



*I would highly recommend having Cordell speak during your next conference. At ours, Cordell led a session that was engaging and fun. Our franchisees completely loved it and took away great points to grow their businesses.*

- Brian Mattingly, President and CEO, WelcomeMat Services



*This year we invited Cordell to be a keynote at our annual conference. We have worked with Cordell and his Tortal team for the past five years and, not surprisingly, his session exceeded my expectations. Cordell's approach was exactly on message, got literally every person involved, and was a lot of fun. I highly recommend him as a keynote speaker*

- Dave Pazgan, President and CEO, 101 Mobility



### ABOUT CORDELL RILEY

Cordell is a 20+ year franchising veteran and a Certified Franchise Executive. He is the founder, president and co-owner of Tortal Training, which is a full service training and development firm. Cordell currently serves on the Educational Foundation for the International Franchise Association (IFA). He has served as a member of the Education Committee of the Automotive Aftermarket Association, the IFA, and the Board of Trustees for the Motorist Assurance Program. Cordell continues to facilitate many seminars and workshops on a variety of subjects. Cordell, his wife and two children reside near Charlotte, NC. GO PANTHERS!

### TO LEARN MORE OR BOOK CORDELL FOR YOUR NEXT EVENT:

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