

S P E C I A L R E P O R T

# CUSTOMER ENGAGEMENT



**ZIAD K. ABDELNOUR**

Create & Preserve Wealth

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## Introduction of Ziad and His Experience on the Topic of Wealth Creation and Preservation



### *Interview with Ziad K Abdelnour - Wealth Creation and Preservation: Introduction*

- Grew up in a financial environment
- Father was a banker and businessman – entire family was into investing, trading, buying, business etc.
- Learned about this business at a very young age
- Started his banking career in the United States in 1982 – started with Chase Manhattan
- Went into Investment banking on Wall Street in 1984 working for Drexel Burnham Lambert one of the most iconic firms on the Street
- Started Blackhawk in 2006 – works with very affluent families - buying and investing in companies
- 30+ years in the money and trading business

## Why is our topic on Wealth Creation & Preservation important to our viewers?



### *Interview with Ziad K Abdelnour - Wealth Creation & Preservation: Why is it important?*

- In today's world, everything is about wealth creation and preservation.
- Money is the fuel for politics and ideas
- Ideas backed with no money will go nowhere.
- You can't freely talk about wealth creation today. Being a Capitalist is like being a villain.
- A lot of people view money as "evil" but in reality, money is not evil – it is what you do with it that can make it evil.
- Unfortunately wealth takers today are represented by the Government.
- Wealth creators are the Entrepreneurs.
- It is extremely important that the younger generation, the millennials, understand the importance of our topic today, which is rarely addressed.
- You don't live your life to save money for retirement. You need to live life to do something with your life.
- Use your life to empower people and to do this you need wealth.

## What are some trends at a macro and micro economic level you see happening that affect small business growth?



*Interview with Ziad K Abdelnour - Wealth Creation & Preservation: Trends*

### **MACRO TRENDS:**

- Too much regulation.
- Too much invasion of privacy.
- Too much bureaucracy & negativism.
- If you become successful, it is the government that made you successful. This is not true at all.
- Instead of the government being the solution, the government is the problem.
- Based on a report by McKinsey, 81% of Americans today are worse off than Americans 10 years ago.
- The millennials are desperate.
- People who are in their late 40s and 50s are unemployed or underpaid.
- You cannot have the government continue with the way they are running the country or else things will get worse.

### **MICRO TRENDS:**

- More customer intimacy due to increased competition
- Need to better understand customer wants and needs

## What are some Myths that policy makers believe in that are not helping us?



*Interview with Ziad K Abdelnour - Wealth Creation & Preservation: Myths*

### **MACRO MYTH:**

- John Maynard Keynes' view on economics is a disaster.
  - Bail outs are a band aid solution.
  - Free market economics is what will help economy grow and improve.
  - Issues are getting much more complicated and larger.
  - The system we have today is very fragile.
  - Donald Trump is the most fit to fix the mistakes of the past administration compared to Hillary Clinton.

### **MICRO MYTHS:**

- People who do not have skin in the game and don't believe in their business
- They believe they can use other people's money and don't have to be accountable
- Entertainment is more valued than education.
- Business is not a hobby. You either win customers or go bankrupt.

## What are the biggest mistakes that policy makers are making that are hindering businesses from flourishing?



*Interview with Ziad K Abdelnour - Wealth Creation & Preservation: Mistakes*

### **MACRO PERSPECTIVE MISTAKES:**

- Substantial amount of regulations that makes it difficult for business owners to become successful.
- Expansion of fiat currency is reducing the real value of the dollar.
- Huge clash of Egos: Issue between Washington and Wall Street.
  - Washington: has the power and no money
  - Wall Street: doesn't have all the power but has all the money
- FPC (Financial Policy Council) was created to debate issues like this.
- People are in denial and do not want to face their fears and the economic issues in today's society.
- People on both sides have to be less arrogant and open to solutions.

### **MISTAKES FROM A MICRO PERSPECTIVE:**

- Don't do their homework to learn about their market:
  - Competitors
  - Customers
- Don't have a well thought out customer acquisition plan and follow up.
- Assume that they don't have any competition.

**If you had the ability to address Congress and the next President of the US, what would you suggest be done in a step by step approach to move forward from our current situation?**



*Interview with Ziad K Abdelnour - Wealth Creation & Preservation:  
How to Overcome Challenges*

## **MACRO ACTION STEPS**

### **Step 1: Recognize and agree on the facts**

- If we don't all agree that we have an economic problem, we won't go anywhere.
- The facts are:
  - Millions of Americans are unemployed
  - Unemployment is 20-25%
- Both parties have to accept that.
- Stop fooling the public and the world that everything is great.

### **Step 2: Start caring and start talking about these issues**

- We need to face reality

- Once you face reality, you can then start spearheading programs, policies and direction that actually works.
- People are confused because they hear different stories from the government.

### **Step 3: We need a revolution of ideas**

- We need more honest people who think and work like Trump.
- We need more wealth creators.

## **MICRO ACTION STEPS FOR BUSINESS OWNERS**

### **Step 1: Elect the right representatives who will work for them**

- Need to be shareholder activists
- Business owners need to be more involved
- Business owners think they don't matter, but they do matter.

### **Step 2: Business owners should really do their homework to be fully aware of what is going on in their industry and market.**

- Stay away from very regulated industries
- Work with industries that are free to market
- Business owners need to define what they are doing and why they are doing it.
- It is much harder to build businesses today because small business owners who are just getting started do not do their homework.

### **Step 3: Strategize**

- Business owners need to think long and hard about how you will run their business.
- Business owners need to have contingency plans and be more hands on.

## The Blueprint



*Interview with Ziad K Abdelnour - Wealth Creation & Preservation: The Blueprint*

In your book, you talk about some of the factors that you consider when funding a deal. What do you look for?

- **I Invest in People – look at the business owner and track record**
  - Look at what they have accomplished.
  - It is not about where he or she worked, but what they have done to make a difference in the workplace.
  - I need to know that I can trust them and that they can execute
- **Intelligence**
  - Business is war.
  - The most important element to win wars is to gather intelligence.
  - We lost wars because we acted on the wrong intelligence – people don't gather intelligence.
  - What matters is how you execute based on the intelligence you gathered.
- **Focus**
  - You need to have laser-like focus.
  - Business owners today do not have focus – they are all over the place.
- **Speed of Execution**
  - What will it take you to be profitable 6 months after I help fund you?
  - If you can't do this, you are not in the business of making money.
- **Skin in the Game**
  - Make sure that the operators are motivated to move forward.

## A Success Story, 1st Physical Action Step, and Last Word



### *Interview with Ziad K Abdelnour - Wealth Creation & Preservation: A Success Story & 1st Action Step*

- The number one deal killer is ego.
- All the companies that Ziad has worked with are successful today because they have the five characteristics found in the Blueprint.
- You need to be able to deal with companies that belong to different cultures.
- Need to be more aware with what is happening in today's economic society.

### **1ST PHYSICAL ACTION STEP:**

- Awareness:
  - Embrace objective reality on what is going on in our personal and business life.
  - Understand what is really going on in our economy.
- You need to fight against the negativity happening in today's economic society.
- Gather intel about:
  - Your customer's buying behavior
  - About your direct and indirect competitors
  - Industry regulations
  - The people themselves (the Entrepreneurs)

## VIDEO LAST WORD OR PHRASE ON THE SUBJECT

### Ray's Last Word:

**Awareness.** Embrace objective reality. We must embrace objective reality at the geo-political level, macro economic level and within our own markets and business. Once we do this, we can take proactive action that allows us to move forward.

### Ziad's Last Word:

"Be relentlessly perseverant and obstinate to succeed." You have to have a very curious and positive attitude. You need to be someone who can crush any obstacle that comes in your way to get to the truth. You have to make all your business decisions based on the truth and be able to adapt to change.



## Ziad K. Abdelnour

[www.financialpolicycouncil.org](http://www.financialpolicycouncil.org)

As Founder and Chairman of the Financial Policy Council, Ziad K. Abdelnour is also a Wall Street Financier, Author, Philanthropist, Activist, Lobbyist, Oil & Gas Trader & President & CEO of Blackhawk Partners, Inc., a New York based private equity “family office” that focuses on originating, structuring, advising and acting as equity investor in management-led buyouts, strategic minority equity investments, equity private placements, consolidations, buildups, and growth capital financing in companies and projects based both in the US and emerging markets and the trading of key physical commodities.

Since 1985, Mr. Abdelnour has been involved in over 125 transactions worth in aggregate over \$10 billion in the investment banking, high yield bond and distressed debt markets and has been widely recognized for playing an integral role in those three key market sectors.

Mr. Abdelnour serves on the board of Elate Partners, a Chinese investment group backed by large institutional, strategic and wealthy individual investors from China.

Mr. Abdelnour also serves on the Advisory board of DPG Investments, a recognized premier multi strategy global merchant banking, alternative investment, management and advisory firm.

He is the author of “Economic Warfare: Secrets of Wealth Creation in the Age of Welfare Politics” ; a best seller manuscript written for investors that need to navigate the troubled geopolitical waters of the post-crisis world and a prolific writer for 100+ entrepreneurial and financial publications advising and educating investors in private equity, hedge funds, crowdfunding, Sovereign Wealth Funds, fund-of-funds, angel networks, venture capital and family offices.

Mr. Abdelnour is also a regular speaker on Private Equity, Physical Commodities trading and Middle East geo-political analysis at industry conferences & TV outlets nationwide including but not limited to Fox News, Newsmax, etc... and a key "influencer" in his own right having a hard core constituency of over 2 million viewers having read his blog postings and analyses since January 2014.

Mr. Abdelnour holds an MBA in Finance from the Wharton School of Business at the University of Pennsylvania and a BS in Economics, Summa Cum Laude, from the American University of Beirut.

He was recently listed as one of the 500 Most Influential CEOs in the World.





## Ray Stendall

Mr. Stendall is the President & CEO of Ray Stendall International, Inc. a San Diego-based consulting office. He is also the Publisher of [Customer Engagement Magazine](#), Author, Activist, and board member of the [Financial Policy Council](#).

Mr. Stendall works with **small High Technology Businesses to Sell More, Save Time and Get Organized using Sales and Marketing Automation Systems and Best Practices**. This approach allows his customers to make the process **Acquiring and Retaining Customers easier and more predictable**.

He has authored multiple Business Reports on a variety of topics that he is happy to share with you:

1. **LifeCycle Marketing:** The 4 Phases & 11 Stages You Must Apply For Rapid Growth. To get this report for free just text "LCM" to 760-906-8000
2. [How to Acquire & Retain a Customer Profitably](#)
3. [Overhaul: How to Turn Your Company Into a Customer Driven & Employee Centered Business](#)
4. [The Rise & Fall of Self-Reliance in America](#)

Mr. Stendall's Customer Engagement approach is designed to help prospects make an informed buying decision based on prospect behavior and dynamic marketing campaigns that add value. Since 1998, Mr. Stendall has worked with many **large telecommunication companies and enterprises to help them optimize their CAPEX and OPEX investments in Application and Network infrastructure utilizing Performance Management Software**. He has worked with AT&T, Verizon, Sprint, Telmex, Toyota, KeyBank, Canadian Tire, Federated Insurance, StateStreet Bank, Telepacific to name a few.

Mr. Stendall co-founded the [Silicon Valley Product Management Association](#), now the largest networking organization of its kind in the world for Product Managers helping them obtain the knowledge and skills they need to be successful. Mr. Stendall is the Co-Author of the Book **Pathway To Riches** written with the [Napoleon Hill Foundation](#) for which he is also a Certified Instructor in the Philosophy of Achievement as organized by Napoleon Hill and his mentor Andrew Carnegie.

He is a **dynamic and entertaining speaker** with a wonderful ability to inform and inspire audiences toward peak performance and higher levels of achievement. He has given talks across North America, Europe and in Malaysia. **Mr. Stendall has an Honors Degree from the Ivey School of Business at The University of Western Ontario and graduated Magna Cum Laude with a Masters of Science Degree in Computer Information Systems from the University of Phoenix.**

## **Ray Stendall International, Inc.**

14 Corporate Plaza, Suite 120, Newport Beach CA 92660, United States

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