

Detailed Bio (200 words)

Rick Cooper is The PDA Pro, your PDA Coach for productivity anytime, anywhere. He teaches business professionals to manage their time effectively using a PDA. He offers PDA coaching programs that teach skills to leverage your time to increase your productivity. He offers sales coaching and training to help sales teams achieve their revenue and margin goals. With over 15 years of experience in sales, marketing and technology, Rick consults with organizations on mobile technologies and coaches business professionals to manage their time effectively using a PDA. He specializes in teaching effective contact management strategies for PDAs and smartphones.

Rick is author of Million-Dollar Contacts which offers contact management strategies and co-author of Marketing Magic, which provides innovative tips on marketing, sales and public relations. Based in Sacramento, California, he is a national speaker on PDA Contact Management. Rick's clients appreciate his ability to explain things in simple terms and help them boost their productivity and sales. Working primarily with sales professionals, Rick offers effective strategies and techniques for using technology to increase sales by building stronger relationships with prospects and clients.