



Tony Alessandra

Tony Alessandra helps companies build customers, relationships, and the bottom-line. Companies learn how to achieve market dominance through specific strategies designed to outmarket, outsell, and outservice the competition.

Dr. Alessandra has a street-wise, college-smart perspective on business, having fought his way out of NYC to eventually realizing success as a graduate professor of marketing, entrepreneur, business author, and keynote speaker. He earned his MBA from the University of Connecticut---and his PhD in marketing from Georgia State University.

Dr. Alessandra is president of Online Assessments, a company that offers online multi-rater assessments and tests; co-founder of MentorU.com, an e-learning company; and chairman of the board of BrainX, a company that offers digital accelerated learning programs.

Dr. Alessandra is a widely published author with 14 books translated into 17 foreign languages including *Charisma* (Warner Books, 1998); *The Platinum Rule* (Warner Books, 1996); *Collaborative Selling* (John Wiley & Sons, 1993); and *Communicating at Work* (Fireside/Simon & Schuster, 1993). He is featured in over 50 audio/video programs and films, including *Relationship Strategies* (American Media); *The Dynamics of Effective Listening* (Nightingale-Conant); and *Non-Manipulative Selling* (Walt Disney).

Recognized by Meetings & Conventions Magazine as "one of America's most electrifying speakers," Dr. Alessandra was inducted into the Speakers Hall of Fame in 1985---and is a member of the Speakers Roundtable, a group of 20 of the world's top professional speakers. Tony's polished style, powerful message and proven

Speech Topics

The Platinum Rule™

Dr. Alessandra's most requested topic---often described as "a college lecture delivered in the Comedy Store." Covers: Adaptability, Diversity, Teambuilding, Treating others the way they want to be treated in leadership, sales or customer service. Powerful tools for every interpersonal interaction. This is the ultimate opening or closing keynote speech.

Customer Loyalty

Turn your customers into business apostles who "preach the gospel" according to your company. Dr. Alessandra focuses on how everyone in your organization can become more customer-driven and less operations-driven ; how to turn moments of misery into moments of magic for your customers; and how to create customer intimacy, retention and satisfaction which leads to customer loyalty.



Collaborative Selling (John Wiley & Sons); and **Communicating at Work** (Fireside/Simon & Schuster). He has been featured in over 50 audio/video programs and films.

Collaborative SellingStart

building profitable relationships with your customers now. Dr. Alessandra shows your salespeople how to clearly set themselves apart from the competition, how to succinctly articulate their competitive advantage, and how to use the six-step collaborative selling process to dominate their market.

Market Leadership in the New Economy

The times are changing faster and more dramatically than ever before the technological revolution; global competition; more demanding customers; a tight job market that has turned some employees into "free agents." Dr Alessandra discusses how you can turn these changes into a competitive advantage rather than allowing these changes to take advantage of you.

Testimonials

"Tony Alessandra delivers and then some! He's engaging, entertaining and right on the mark when it comes to tailoring his presentation to the audience. His message works on a number of levels. It's a talented speaker who can involve his audience right from the get go, and hold their interest throughout. When an audience is still talking about the presentation the next day, you know you have a hit. Tony is gifted."

— AAA

"Tony Alessandra's presentation was right on the mark! I have often recommended Tony to other groups, based on the outstanding presentation he did for a marketing conference I was involved in for another organization 15 years ago. It was a pleasure having the opportunity to engage Tony again for NPA's annual convention this year. His presentation was perfect! (How do you make the 'best' better?) The overall audience reaction to Tony's presentation was outstanding!"

— *National Parking Association*

"Tony is outstanding. He achieved total audience participation; everyone learned while having fun. A home run."

— *Lucent Technologies*