



Dr. **Tony Alessandra** helps companies turn prospects into promoters. He's two speakers in one... a professor and a performer, or as one client put it - he delivers college lectures in a comedy store format. Dr. Tony offers audiences the opportunity to enjoy themselves while learning practical, immediately applicable skills that positively impact their relationships with prospects, customers and co-workers. His focus is on how to create instant rapport with prospects, employees & vendors; how to convert prospects and customers into business apostles who will "preach the gospel" about your company and products; and how to out-market, out-sell and out-service the competition.

Dr. Tony Alessandra has a street-wise, college-smart perspective on business, having been raised in the housing projects of NYC to eventually realizing success as a graduate professor of marketing, Internet entrepreneur, business author, and hall-of-fame keynote speaker. He earned a BBA from Notre Dame, an MBA from the Univ. of Connecticut and his PhD in marketing in 1976 from Georgia State University.

Tony is CEO of Assessments 24x7 LLC, a company that offers online 360o assessments and a prolific author with 29 books translated into over 50 foreign language editions, including the newly revised, best-selling *The NEW Art of Managing People*; *Charisma*; *The Platinum Rule*; *Collaborative Selling*; and *Communicating at Work*. He is featured in over 100 audio/video programs and films, including *Relationship Strategies*; *The Dynamics of Effective Listening*; and *Non-Manipulative Selling*. He is also the originator of the internationally-recognized behavioral style assessment tool - *The Platinum Rule®*.

Dr. Alessandra was inducted into the NSA Speakers Hall of Fame in 1...

Tony Alessandra

Speech Topics

- Sales
- Marketing
- Leadership
- Customer Service
- Communications



Testimonials

“There are some very exciting things coming together for the Referral Institute because of Tony. It was an honor to meet him. He was wonderful to watch as he talked with all of us Referral Institute owners because he was so gracious and patient with all of us. We love having ‘Rock Stars’ like him share his expertise.” ”

- Referral Institute of Nevada.

“The feedback on Dr. Tony was very positive. We just received data from the post-conference survey conducted and the ratings were excellent for the keynote. One of the most valuable metrics was that 77% feel that they can apply to work what they learned here. Thank you Dr. Tony - hope we have the chance to work together again in the future!” ”

- Covidien.