

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



DR. TONY ALESSANDRA

ONE OF AMERICA'S 10 MOST ELECTRIFYING SPEAKERS

As you watch Tony in action, perhaps you'll see right away why Meetings & Conventions Magazine calls Tony one of "America's 10 most electrifying speakers." Tony is more like a first class nightclub entertainer than a ho-hum professor. His stage presence and approachability make people forget he has a Ph.D and is the author of 13 books. They're just having too much fun.

Street wise/college smart is how one meetings professional pegged Tony. What is it about Tony Alessandra that gets audiences excited, and meeting planners downright giddy? It's really very simple. He reaches people. From the Executive Board of Directors to the front line folks in the trenches, he gets across new, important information 'with a lot of snap'. So people can grasp it, remember it, and use it. Tony's tools help companies find qualified, profitable prospects... turn them into loyal customers... and ultimately convert them into 'apostles' who preach the gospel according to their company.

DR. TONY ALESSANDRA

TOPICS

The Platinum Rule: The four basic business personalities and how they can lead to success

"A college lecture delivered in the Comedy Store." Learn how to spot the clues that help you "read" other people, recognize and respond to their differences, and create lasting relationships that are the key to business success! Practical, accurate, and easily remembered.

The Platinum Rule allows you to connect with anyone, anytime, anyplace.

Principal Points

- When you treat people the way you want to be treated, you create relationship tension; when you treat people the way they want to be treated, you build rapport
- People will tell you how to treat them if you know how to read their verbal, vocal and visual signals
- There are four basic business personalities - Directors, Socializers, Relaters & Thinkers
- To increase rapport with others, you need to adapt your behavior to accommodate their behavioral style
- Adaptability consists of flexibility (the willingness to adjust your behavior) and versatility (the knowledge and ability to correctly adjust your style)
- There is no best type of personality
- Often, when we do what comes naturally, we alienate others without realizing it

Participants Learn

- Their own behavioral style and how to maximize its strengths and minimize its weaknesses
- How to "read" the behavioral style of others - quickly and accurately
- Strategies for creating instant rapport and better compatibility with each behavioral style (adaptability)
- The strengths, weaknesses, likes, dislikes, fears, and goals of each style

Customer Loyalty: How to get and keep customers... for life.

Turn customers into business apostles who "preach the gospel" for your company. Learn 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.

Principal Points

- The Stairs of Customer Loyalty: Turning a prospect into a sale, then into a customer, and ultimately into an "apostle"
- Ensuring customer loyalty means that all employees must understand and be able to implement four sets of skills relating to marketing, sales, service, and relationships
- Identifying, managing, monitoring must be done before exceeding the customer's expectations
- Exceeding a customer's expectations creates a moment of magic; falling short of a customer's expectations, creates a moment of misery
- "Recovery" is turning moments of misery into moments of magic
- Creating consistent moments of magic for your customers develops customer loyalty
- Customer intimacy occurs from the quantity and quality of customer communications

Participants Learn

- How to focus on customer loyalty and retention
- How to stay close to the customer's real needs
- How to create ever-improving moments of magic

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TOPICS (continued)

Collaborative Selling: How to gain the competitive advantage in selling.

Dr. Alessandra shows your employees how to use the six-step collaborative selling model to dominate their market by finding qualified, profitable prospects... turning them into first time customers... consistently exceeding their expectations... and ultimately converting them into long-term profit centers.

Principal Points

- Collaborative salespeople focus more on studying customer needs and assuring customer satisfaction
- Prescription before diagnosis... is malpractice
- People don't buy because they're made to understand, they buy because they feel understood
- Professionals are defined not by the business they're in, but by the way they're in business
- When two people want to do business together, they won't let the details stand in the way
- The sale begins when the customer says... Yes

Participants Learn

- The Six Steps of Collaborative Selling
- Outgoing Prospecting and Incoming Prospecting
- The Competitive Advantage Statement
- Knowing Their Competitive Advantages
- Utilizing the Stairs of Customer Retention
- Keep in Touch Techniques with Customers
- Conducting an Annual Customer Review
- Addressing Prospect Concerns
- Building Customer Intimacy
- Penetrating Current Accounts
- Seeking Referrals
- Avoiding Sales Slumps
- Summarizing & Prioritizing Needs

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CLIENT LIST

American Airlines
ASAE
Apple Computer
Arthur Andersen & Company
AT&T
Bank of America
Bell Atlantic
Blue Cross Blue Shield
Bristol Myers-Squibb
Canon
Carnation
Century 21
Charles Schwab & Co
Chase Manhattan Bank
Chevron
Coca-Cola
Countrywide Home Loans
Dairy Queen
Dean Witter
Deloitte & Touche
Digital Equipment Corp .
Eastman Kodak
Fidelity Investments
GE
General Mills
General Motors
GTE
Hallmark Cards
Hewlett Packard
Hitachi
Honda
IBM
Johnson & Johnson
Keebler
Kimberly-Clark
Kraft
Levi Strauss
Lucent Technologies
Marriott Hotels
McGraw-Hill
MCI
Merrill Lynch
MDRT
Mobil
New York Times
Office Depot
Paine Webber
Paramount
Price Waterhouse
Prudential

Ritz-Carlton Hotels
Snelling & Snelling
Sprint
Subway
Texaco
Toshiba
Tupperware
United Airlines
USA Today
Wells Fargo
Whirlpool
3M

DR. TONY ALESSANDRA

TESTIMONIALS

"He captures the attention of everyone in the room with his enthusiastic, energetic style. His presentation is creative, and his use of multimedia is superb. His sense of humor definitely keeps the audience entertained while they learn. I came from the presentation with optimism, and it motivated me to take charge of my health and well being."

Dwight Brown
Denver Newspaper Agency

"Your humor and command of material earned me the greatest praise I've ever had for selecting a speaker. Many people afterward told me, 'When Tony presented, I got it!'"

Patrick Smid
President
Denver Better Business Bureau

"Tony you were a big hit! The sales people continually quote you back at the office, myself included."

Pam McKissick
Prevue Network

"You changed my life dramatically. I found myself practicing many of the principles you offered and the more I practiced the better I became. Your influence in both my personal and professional life was profound, and I still use your principles today."

Frank Antonio
San Diego insurance executive