

## **20 Reasons Tony is Right for Your Meeting**

### **1. You Want a Veteran Professional Speaker**

Dr. Tony Alessandra is author of the business best sellers Non-Manipulative Selling, The Art of Managing People, and The Platinum Rule.

Tony has a streetwise, college-smart perspective on business, having fought his way out of the streets of NYC to eventually realizing success as a graduate professor of marketing, business author, and cofounder of MentorU.com, an online e-learning company of world-class business experts providing training, coaching, and mentoring utilizing the latest Internet technologies.

Recognized by Meetings & Conventions Magazine as "one of America's most electrifying speakers," he was inducted into the Speakers Hall of Fame in 1985--- and is a member of the Speakers Roundtable, a group of 22 of the world's top professional speakers.

### **2. You Want an Energetic, Entertaining Speaker**

Tony is an energetic, fast-paced speaker who combines strong content with a highly entertaining delivery. He not only makes an intellectual connection with your audiences, but also an emotional one. During Tony's programs, there's always a lot of laughter and many "A-has!" from the audience. An opening keynote speech by Tony starts your meeting with a bang and keeps everyone fired up, talking about his message. A closing keynote from Tony sends your people home on an energized "cloud nine".

### **3. You Want Meaningful, Real-World Content**

Tony's content is simple, practical and easy to use and remember. It is very common for audience members to successfully use one or more of Tony's ideas from his speech several months after the program.

### **4. You Want Instant Rapport With Your Audiences**

Tony talks to the level of your audience and connects with all your people, whether they're a group of senior executives, mid-level managers, hourly employees or salespeople.

#### **5. You Want Your Audience to Get Real "Take-Home" Value**

Your people need something they can take home. My content is simple, practical, and easy to remember and use. It is quite common for audience members to successfully use one or more of my ideas from my speech several months after my program. Not only will your audience members learn a lot, they will have a great time. My delivery is funny and electrifying. There is always a lot of laughter and "Aha's" from the beginning to end at my programs. You get all the praise for their great time.

#### **6. You Want 9's and 10's on Your Evaluations**

Tony gets nines and tens on 99.9% of his evaluations. You should expect the same. No body gets more consistent high marks from the audience than Tony Alessandra. So when you need a home run - go with the guy who knocks it out of the park every time.

#### **7. You Want Someone Who is Easy to Work With**

Tony is available to talk to. He is very friendly and down to earth. You just won't find a more friendly, professional and accommodating speaker. Period.

#### **8. You Want Extra Value**

For each of my topics, I provide my clients: an introduction; free handouts or a 64-page workbook (extra charge); a free, comprehensive set of articles they can publish in their in-house newsletter or magazine; books, cassette programs, videos, and even full training programs for after-speech follow-up and reinforcement; pocket-sized laminated speech summary cards (extra charge); audio-visual checklist for room setup; Pre-program Questionnaire (PPQ) to tailor the speech to the audience; photos (color and black and white); brochures and publicity stories for the client to use in their promotional efforts for their event; and easy telephone access prior to my program.

## **9. You Want a Speaker Committed To Your Audiences**

Tony's top priority for your audiences is to get people to forget their outside problems for a brief time by giving them an educational performance like they've never had before. Tony's goal is to have all your audience members say, "This is the best speaker I've ever heard!"

## **10. You Want Someone Committed to Perfection**

Tony constantly works at upgrading his products and materials to complement his craft as a speaker. He even took a series of improvisational acting classes at the Old Globe Theater. You will love working with a true pro.

## **11. You Want a Professional**

Tony is a knowledgeable and professional speaker with outstanding credentials. He is a PhD, CSP, CPAE and a highly successful entrepreneur. Tony is also a former college Professor of Marketing, cofounder of MentorU.com, and is on the Board of Advisors for Incubud.

## **12. You Want a Custom Tailored Keynote Presentation**

Tony only does about 50 speeches per year so he can dedicate the time, energy and motivation needed to stay on the cutting edge of his content, to research each and every one of his clients properly, and to adapt his program materials to suit each audience.

## **13. You Want Cutting Edge Information**

Tony constantly upgrades his A/V support technology used for his slides and audio/video clips. He stays up to date on marketplace trends by subscribing to All Biz Magazine and by reading dozens of business e-zines and books, which he scans for important and timely subject matter to tie into his speeches and Power Point slide presentations.

## **14. You Want Someone You Trust**

Tony's extensive and prestigious client list shows his experience speaking in nearly every industry. If you need a reference, a [detailed client list organized by industry](#), and/or [sample testimonials](#), even [celebrity endorsements](#) are readily available. You can rest easy knowing this guy delivers every single time.

### 15. You Must Have Reliability

Tony is highly professional and very reliable - he's **only missed 2 speeches in 25 years** and has delivered over 2,000 speeches nationwide. You will sleep soundly knowing he won't let you down.

### 16. You Want Credibility and Up Sell Opportunities

Tony is a successful author who offers many product options that can be used as reinforcement, to add credibility and exceptional value to his message.

### 17. You Want Topical Information

Tony is constantly refining his topics with new, updated material, examples and stories. Here are some examples...

**The Platinum Rule** (formerly Relationship Strategies and People Smart) For nearly 25 years is still constantly evolving, not from year to year - but from speech to speech. The Platinum Rule is Tony's most polished speech that consistently gets rave reviews and ratings of 10 on a 10-point scale.

**Collaborative Selling** has evolved over the years from Non-Manipulative Selling. In Collaborative Selling, Tony put a heavier emphasis on target marketing, prospecting, selling against the competition, partnering with the customer, and customer satisfaction strategies for salespeople to get repeat business and referrals.

**Customer Loyalty** (formerly Moments of Magic and Customer-Driven Service) is probably Tony's most improved talk. It is simple in structure, compelling in content, and quite funny in its examples. Tony is asked on many occasions by Fortune 1000 companies to come back to do customer satisfaction consulting as a direct result of this talk.

### 18. You Want Choice

Tony is not just a sales speaker - his topics cover sales and marketing, customer retention and loyalty, and enhancing one-on-one business relationships. His presentations are always evolving to fit the ever-growing needs of your evolving marketplace.

### **19. Tony's Professional Speakers Network**

Tony is well known and respected by most of the nation's top speakers on a personal and on a professional level.

### **20. You Want a Fair Dependable Travel Policy**

Tony's travels first class, but in consideration of his clients and their budgets, he only bills full 'Y' coach. This offers his clients an incredible savings in travel expenses and guarantees that there are no surprises following the event.