

Tony Alessandra PhD

From the Streets of NYC to the Stages of Corporate America

Tony began speaking professionally while still a doctoral student in the late 70's. He was inducted into the National Speakers Association Hall of Fame in 1985, and is a member of the Speaker's Roundtable—a group of twenty of the world's most recognized professional speakers.

A former graduate professor of Marketing at the University of San Diego, Dr. Alessandra is also a widely published author with fourteen books translated into sixteen foreign languages, including *The Platinum Rule*, *Collaborative Selling* and *The Art of Managing People*. Tony's numerous video and film projects include the six-time international award-winning film, *The Power of Listening*, as well as Disney Productions' groundbreaking *Non-Manipulative Selling*. Audio programs include Nightingale-Conant's best selling *Relationship Strategies*, *The Dynamics of Effective Listening*, and *Charisma*.

Savvy Strategies

A BBA, MBA, and PhD in Marketing, a diverse history in sales, an entrepreneur and founder of two current technology businesses, **MentorU** and **Online Assessments**—Tony brings a broad foundation of experience to every program he delivers, with examples, analogies, and proven solutions your team can implement immediately. He is always updating his breadth of knowledge by integrating current findings and the latest research to ensure his material is relevant, timely, and interesting.

"Everyone not only enjoyed his presentation, but took away valuable tools to use in their everyday work situation."

The Hartford

Engaging Style

Two Speakers in One...Tony is both a performer and a professor. Tony grew up on the streets of New York City, where he intuitively began his study of people—their behaviors, their diversity, and their loyalties. His sense of humor developed from those humble beginnings as much as his ambition to succeed. He has a street wise-college smart perspective on business, having worked his way to success as an entrepreneur, business author and keynote speaker.

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

Lucent Technologies

Maximum Impact

Don't just settle for a content speaker without style, or a motivational speaker without substance. Dr. Tony Alessandra offers your audience both the opportunity to enjoy themselves while at the same time learning practical, immediately applicable skills that impact the bottom line.

"Actionable, quick, stimulating and fun. Nobody has combined content and delivery to so excite our folks as did Tony Alessandra."

McGraw-Hill CIG

Recent Clients Include:

3M
American Airlines
Arthur Andersen
AT&T
Bank of America
Bayer
Blue Cross Blue Shield
Cadillac
Case Construction
Chevron Chemical Company
Cigna International
Eastman Kodak
Fidelity Investments
GE Capital
Georgia Pacific
IBM
International Franchise Association
Kraft Foods
Levi Strauss
Merrill Lynch
Million Dollar Round Table
Pfizer Pharmaceuticals
Prudential Insurance
Ritz Carlton
Washington Mutual
Whirlpool

Customer Loyalty

How to Get and Keep Customers... For Life

Turn your customers into business apostles who “preach the gospel” according to your company. Dr. Alessandra discusses the importance of a customer-driven focus including key insights for creating customer intimacy, customer retention, and customer satisfaction. In this dynamic program, he reveals strategies for turning moments of misery into moments of magic for your customers and shows how everyone in your organization can increase customer loyalty by:

- Building value for the customer
- Differentiating your company, products, and sales reps from the competition
- Cross-selling a range of products and services to both increase profitability and customer retention
- Increasing your internal customer responsiveness and external customer satisfaction
- Creating an emotional attachment with your customers

The Platinum Rule

Relationship Strategies for Building Customer and Employee Loyalty

Most of us never figure people out. We just ricochet through life, getting along with some people and dealing as little as possible with others because they're so different from us.

In this HIGHLY entertaining and insightful program, Tony Alessandra shows you how to practice The Platinum Rule: “Do unto others as THEY would like done unto THEM!” Once you understand and master The Platinum Rule, you'll be able to build bridges to people of any style in any business or personal situation. The Platinum Rule content is practical... accurate... and immediately useable.

Here's what you'll learn:

- How to spot the clues that help you “read” other people and accurately determine their behavioral style
- What makes people tick, their strengths and weaknesses, likes and dislikes
- How to practice adaptability—changing your strategy and/or approach based on the situation or the person whom you're dealing

Collaborative Selling

How to Gain the Competitive Advantage in Selling

Selling today has evolved from a transactional, one-shot sale mentality to building lifetime customer relationships; from persuading and telling to problem solving and helping; from low-price selling to value-added selling.

In this interactive session, Tony shows your sales and service reps how to become a solution consultant by focusing more on studying customer needs and assuring customer satisfaction than on pitching product features. Some of the guiding philosophies of this program include:

- 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