

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. 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 360° 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 1985. In 2009, he was inducted as one of the “**Legends of the Speaking Profession;**” in 2010-2014, he was selected 5 times as one of the **Speakers.com Top 5 Sales/Marketing/ Customer Service Speakers** by Speaking.com; in 2010, Tony was elected into the inaugural class of the **Top Sales World Sales Hall of Fame;** in 2012, he was voted one of the **Top 50 Sales & Marketing Influencers;** and also in 2012, Dr. Tony was voted the **#1 World's Top Communication Guru**.

Recognized by **Meetings & Conventions Magazine** as "**one of America's most electrifying speakers,**" Tony's polished style, powerful message, and proven ability as a consummate business strategist consistently earn rave reviews and loyal clients.