



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Dr. Tony Alessandra, CSP, CPAE

Travels from: California

Fee Range: \$15,001 - \$20,000

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, entrepreneur, business author, and hall-of-fame keynote speaker. He earned a BBA from the University of Notre Dame, an MBA from the University of Connecticut and his PhD in marketing from Georgia State University.

In addition to being president of Assessment Business Center, a company that offers online 360° assessments, Tony is also a founding partner in The Cyrano Group and Platinum Rule Group--companies which have successfully combined cutting-edge technology and proven psychology to give salespeople the ability to build and maintain positive relationships with hundreds of clients and prospects.

Dr. Alessandra is a prolific author with 19 books translated into 49 foreign language editions, including his newest book co-authored with Dr. Jerry Teplitz, *Switched-On Selling: Balance Your Brain For Sales Success*, 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 50 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®.

Recognized by *Meetings & Conventions Magazine* as "one of America's most electrifying speakers," Dr. Alessandra was inducted into the Speakers Hall of Fame in 1985 and is a member of the Speakers Roundtable, a group of 20 of the world's top professional speakers. Tony's polished style, powerful message, and proven ability as a consummate business strategist consistently earn rave reviews and loyal clients.

Most Requested Programs...

- The Platinum Rule: Relationship Strategies for Building Customer and Employee Loyalty
- How to Develop Your Charisma as a Leader
- How to Get and Keep Customers... For Life
- Collaborative Selling: How to Gain the Competitive Advantage in Selling