



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

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## Dr. Tony Alessandra

*Travels from:* California

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

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Dr. Tony Alessandra helps companies achieve market dominance through specific strategies designed to out market, outsell and out service the competition.

Dr. Alessandra has a street-wise, college-smart perspective on business, having realized success as a former graduate professor of marketing, an entrepreneur, a business author and a keynote speaker. He earned his BBA, MBA and PhD, all in Marketing, from the University of Notre Dame, the University of Connecticut and Georgia State University, respectively.

Dr. Tony Alessandra is president of Assessment Business Center, a company that offers online 360° assessments; Chairman of BrainX, a company that created the first Online Learning Mastery System™ and is the founding partner of Platinum Rule Group, a company that provides corporate training and consulting based on The Platinum Rule®.

Dr. Alessandra is a widely published author with 18 books translated into 17 foreign languages, including *The Platinum Rule for Sales Mastery*, *The Platinum Rule for Small Business Mastery*, *The Platinum Rule*, *Charisma*, *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."

Dr. Alessandra's television program, "People I.Q." is currently aired on TSTN - The Success Training Network. 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.

### *Most Requested Programs...*

- The Platinum Rule™: Relationship Strategies for Connecting with Anyone
- Collaborative Selling: How to Gain the Competitive Advantage in Selling
- Customer Loyalty: How to Get and Keep Customers... For Life

