HiCue speakers
Higher Content & Inspiration



TONY ALESSANDRA

Authority on Customer Loyalty

Tony Alessandra has a street-wise, college-smart perspective on business, having fought his way out of Hell's Kitchen in New York to achieve success as an entrepreneur, author and consultant.

Tony Alessandra likes to reach people, from the board of directors to the front-line folks in the trenches. He is the co-founder of MentorU.com, an online e-learning company of world-class business experts providing training, coaching and mentoring through the latest internet technologies.

Dr. Alessandra is a widely published author with several books including "Charisma", "The Platinum Rule", "Collaborative Selling" and "Communicating at Work". He is featured in over 50 audio and video programs and films, including "Relationship Strategies" and "The Dynamics of Effective Listening".

He helps clients build customers, relationships and the bottom line, teaching them how to achieve market dominance through specific strategies designed to outmarket, outsell and outservice the competition by applying high-tech marketing, sales, service and relationship-building skills.

He offers audiences practical ideas that work and profitable bottom line results. His polished style, powerful message and proven ability as a business strategist consistently earn rave reviews. He was recognized by Meetings & Conventions magazine as "one of America's most electrifying speakers".

Tony Alessandra holds an MBA from University of Connecticut and a Ph.D in Marketing from Georgia State University. He 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.

TEMAS

- Communication
- Customer Loyalty
- Customer Service
- Marketing and Sales

PROGRAMAS

How to Get and Keep Customers for Life

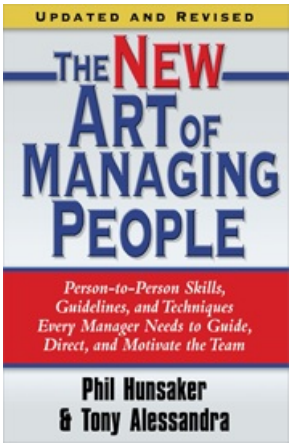
Turn your customers into business apostles who "preach the gospel" according to your company. Dr. Alessandra discusses the importance of a customer-driven focus, including key insights for creating customer intimacy, retention and satisfaction. He reveals strategies for turning misery into magic for your customers and how everyone in your organization can increase customer loyalty.

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 to value-added selling. In this interactive session, Tony shows sales and service reps how to become a solution consultant by focusing more on studying customer needs and assuring customer satisfaction.

PUBLICACIONES

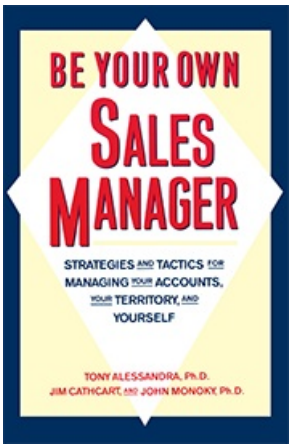
Libros



THE NEW ART OF MANAGING PEOPLE



PEOPLE SMART



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