

# Terry “TJ” Wisner

## Introduction

*As you probably know, it is important to deliver the introduction properly. This introduction is short but very important. It not only introduces TJ, but it also establishes his credibility and purpose.*

OUR SPEAKER TODAY IS TERRY “TJ” WISE-NER

HE IS A SPEAKER, AUTHOR AND INTERNATIONAL AUTHORITY ON SALES, LEADERSHIP AND PERFORMANCE IMPROVEMENT.

TJ HAS CO-AUTHORED THREE BOOKS INCLUDING *ADVANCED SELLING FOR DUMMIES*, WRITTEN HUNDREDS OF ARTICLES AND BEEN FEATURED IN *SELLING POWER* AND *CNN*.

HE IS THE PRESIDENT-ELECT OF THE *NATIONAL SPEAKERS ASSOCIATION*, AND A MEMBER OF THE *AMERICAN SOCIETY OF TRAINING AND DEVELOPMENT* AND THE PRESTEGIOUS *INTERNATIONAL FEDERATION FOR PROFESSIONAL SPEAKERS*.

TJ HOLDS A BBA DEGREE AND A MASTERS DEGREE IN ORGANIZATIONAL BEHAVIOR.

*HOWEVER*, HE IS QUICK TO POINT OUT THAT MOST OF WHAT HE KNOWS CAME FROM SELLING ON THE STREETS AND HELPING HUNDREDS OF ORGANIZATIONS AND INDIVIDUALS *IMPROVE THEIR PERFORMANCE TO GENERATE CHANGE!*

HE HAS BEEN SUCCESSFUL IN...  
RETAIL SALES AND MULTI-LEVEL-MARKETING...  
AS A NATIONAL ACCOUNT AND SALES MANAGER...

AND HE IS WIDELY SOUGHT AFTER IN HIS ROLES AS:  
SALES TRAINER, CONSULTANT AND COACH.

TJ RESIDES IN THE GREAT STATE OF MICHIGAN WITH HIS WIFE OF 38 YEARS, LYNNE. HE ENJOYS PHOTOGRAPHY, HIKING, DRIVING FAST CARS AND VISITING HIS FOUR ADULT CHILDREN.

HIS MISSION IN LIFE IS SIMPLY TO HELP EVERYONE...  
***“BE YOUR OWN CHIEF PERFORMANCE OFFICER.”***

PLEASE HELP ME WELCOME...TJ WISE-NER