



# Michael Lovas

## *Translate credibility into success*

*Build rapport and vital connections with the important people in your business circle by leveraging psychology*

### Testimonials

"My teammates and I had a big presentation with a lot of business at stake. We hired Michael for a one-day coaching session. We won the business, and received rave reviews from the company on our presentation. We are getting a referral a week averaging about a million each. We couldn't have done it without Michael!"

—*Betsy Puterbaugh, Merrill Lynch*

"Michael delivered an outstanding program! He received rave reviews . . . was rated as the most beneficial presenter by many . . . His program was interactive and entertaining! Our advisors walked away forever changed because they are able to relate to their customers more effectively."

—*Lori Bochner, CMO & VP, DNA Brokerage*

"Year after year our Georgia Insurance EXPO looks forward to Michael's seminars. Attendees call and ask, 'Is Michael doing a session?' He makes the audience feel like he enjoys being with us and gives it his all. I can't imagine EXPO without Michael."

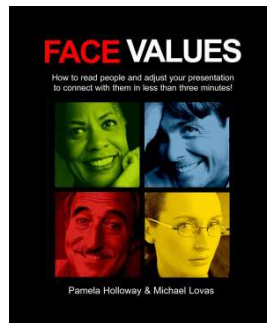
—*Diane Woods, VP, Operations, Athens Insurance Agency, Inc. and Image Innovations*

" . . . our group [gained] insight on how to build business relationships beyond selling our technical skill. We highly recommend [Michael] to anyone striving to gain that personal touch with their clients."

—*Leslie White, President, Marketing Associates of Spokane*

Michael Lovas describes himself as "a compulsive communicator" with a serious passion for helping professionals to advance themselves and their business relationships. Armed with science-based tools and techniques from the field of psychology, he provides insightful training and coaching which result in stronger, more effective partnerships and business connections. Michael is co-founder of and a principal in About People, a distinctive consultancy specializing in attracting, connecting with, and building credibility with the people who are important to you—prospects, customers, colleagues, and team members.

The focus of Michael's career is to equip business leaders and their teams with the knowledge and skills necessary to maximize performances and profits. For two decades, this engaging speaker coach has delivered interactive programs that are impactful and memorable. Audiences learn how to 'read' clients, attract more clients, and build genuine, dynamic and lasting rapport with them.



The premier trainer of psychological selling, Michael is recognized as the "Father of Credibility Marketing." He is the host of two online radio shows, and has earned three prestigious certifications: master practitioner of neuro-linguistic programming (NLP), licensed trainer of NLP, and clinical hypnotherapist. A prolific writer, Michael has authored seven books, three columns and countless articles. His most recent book, coauthored with his wife and business partner, Pam Holloway, is *Face Values: How to Read People and Adjust Your Presentation to Connect with Them in Less than Three Minutes*.

Some of Michael's popular programs include:

- ◆ Credibility & Likability: The Yin and Yang of Success
- ◆ Mastering the Art of Reading People
- ◆ Credibility Marketing
- ◆ How to Build a More Organic Business with Credibility, Connection and Referrals
- ◆ Presentation Magic
- ◆ Develop a Business Attraction Strategy and Draw Your Ideal Client



## ESPARZA SPEAKERS

2200 WILSON BLVD., #102-364 • ARLINGTON, VA 22201-3324

PHONE: 703.243.1620 • WEBSITE: WWW.ESPARZASPEAKERS.COM