



Roger Dawson

Topics: Peak Performance, Real Estate, Sales, Negotiation

Programs:

- Roger Gives Presentations Tailored to Your Time Constraints and Customized to Your Company or Industry

Roger Dawson is one of the country's top experts in the art of negotiating. He is the Founder of the Power Negotiating Institute in California. Success Magazine calls him "America's premier business negotiator."

Books, Audio Programs and Video Training Programs His audio program *Secrets of Power Negotiating* has passed the \$28 million sales mark, and is the largest selling program in the history of business cassette publishing.

Roger has had nine books published by major publishers. Four have been main selections of major book clubs.

His business background includes being president of one of California's largest real estate companies, with 28 offices, five hundred and forty sales associates, and a volume of over \$400 million dollars per year.

As a full time speaker since 1982, he has trained managers and salespeople at the top companies and business associations throughout the United States, Canada, Europe, Taiwan, China, New Zealand and Australia. He was inducted into the Speaker Hall of Fame in 1991.

Business executives love Roger Dawson for his ability to teach their people how to improve profits and make more sales with Power Negotiating tactics.

Meeting planners love Roger Dawson for his ability to put on a terrific presentation that is custom-tailored to their audiences and filled with content and humor.