

Chris Lytle Introduction [pronounced LYE-tul]

Before I introduce our speaker today, I'd like to request that everyone turn off their cell phones or set them to "stun." Please do that now. We want to make sure everyone is able to enjoy today's seminar without interruption.

Many people come to a session like this hoping to get one good idea. If that's your goal, may I suggest that you raise your expectation level and expect a half dozen or more great ideas during the next __ minutes.

Our speaker is noted internationally for cramming his programs full of actionable ideas.

Chris Lytle's promise to you is a bold one: This session contains more "usable information per minute" than any program you've ever attended. That promise comes with this warning: "Education without action is entertainment." You will be entertained by this fast-paced, highly detailed program. But you must apply the learning to gain its business-building impact.

To know and not to do is not to know.

Chris Lytle has conducted more than 2300 seminars throughout the English-speaking world. He is the author of the business best seller, *The Accidental Salesperson* published by the American Management Association's AMACOM division. Media Tribune Services named *The Accidental Salesperson* one of the top ten career books the year it was published. The 2nd Edition was released in June of 2012. John Wiley & Sons published *The Accidental Sales Manager* in 2011.

A small town boy from Newark, OH, Chris lived in Madison, WI for 30 years before finally moving to Chicago. That's because most flights from O'Hare are direct flights.

Chris is delighted to be back in _____. Please welcome Chris Lytle