

SPEAKER INTRODUCTION

ePOWER!

Online Success Strategies for Sales Professionals

Our featured speaker today, Michael Russer, says you don't need to be a technowizard to be successful on the Internet, just a sense of adventure!

Doing business successfully on the Internet is not so much a function of technical abilities, as it is about people connecting with people. Including of course, prospects and clients!

Michael's promise is that by the end of his program today, you will know the secrets of leveraging your most powerful asset —*your people skills* —into doing more business on-line than you ever thought possible.

Known internationally as “Mr. Internet”, our speaker, Michael J. Russer has extensive experience in sales, marketing, and technology. In addition, some of his recent projects include:

- Named one of 25 most influential people in real estate in 2000 by REALTOR Magazine;
- Father of the "Virtual Assistant" movement within the real estate industry;
- Architect of NAR's original e-PRO Internet Professional certification;
- Exclusive Internet columnist for REALTOR Magazine;

Most of all though, he understands the Internet and how you can use it to make more money in real estate while doing what you love most, working with people!

Please join me in giving a warm welcome to Mr. Internet!