



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

Books, Audio and Video Training Programs

His audio program *Secrets of Power Negotiating* has passed the \$38.5 million sales mark, and is the

largest selling program in the history of business audio publishing.

Nightingale-Conant in Chicago has also published five other audio programs and three video programs.

Roger has had 17 books published by major publishers. His books have been translated

into Spanish, French, Portuguese, Turkish, Finnish, Hungarian, Polish, Russian, Japanese, Korean, Arabic, Simplified Chinese and Mandarin. Four have been main selections of major book clubs.

Biography

Roger was born in England and moved to California in 1962. He became a US citizen in 1972. His business background includes being president of one of California's largest real estate companies, with 28 offices, 540 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, Malaysia, Singapore, Kuwait, Nigeria, Colombia, New Zealand and Australia. He was inducted into the Speaker Hall of Fame in 1991.

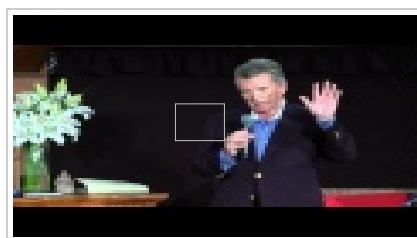
Business executives love Roger Dawson for his ability to teach their people how to improve profits and make more sales with Power Negotiating tactics.

Meeting planne...



Roger Dawson

Speech Topics



 **Negotiating**



Testimonials

 Keith Goding, Vice-President. SPECTRUM EMERGENCY CARE "Your style was superb, humorous, personalized and upbeat. Never has 4 1/2 hours passed so quickly and just as important never has someone 'from the outside' shown such familiarity with our business and our people." 

- Keith Goding, Vice-President. SPECTRUM EMERGENCY CARE.

 "Thank you for delivering a great keynote address! Your use of 'H2 Histamine blockers' and 'metered dose inhalers' really caught the audience's attention. We have worked with a lot of speakers but never one as well prepared as you." 

- William Tindall, Executive Director. ACADEMY OF MANAGED CARE PHARMACIES.

