



Michael Lee is a marketing guru who is the leading expert in selling to people from diverse cultures. He was a Marketing Director for the State of California, a professor of marketing at universities and a producer for the ABC Television Network.

Mr. Lee has written five books on selling to multicultural customers:

- "Cross-Cultural Selling for Dummies" (Wiley Publishing, 2009)
- "Black Belt Negotiating" (Amacom Books, 2007)
- "Marketing to Multicultural Credit Union Members" (Credit Union Executives, 2004)
- "Selling to Multicultural New Home Customers" (New Home Specialist, 2000)
- "Opening Doors: Selling To Multicultural Real Estate Clients" (Oakhill Press, 1999)

Michael has spoken around the world on the subject of selling to multicultural customers for over 14 years. He has been an award-winning salesperson as well as sales manager of both large franchised companies and small independent firms.

Michael is the first Asian American to earn the Certified Speaking Professional (CSP) designation in the history of the National Speakers Association. In the past 15 years some of his 1,000 clients include: Coca Cola; the National Association of Realtors®; Alticor, Inc.; the National Association of Music Merchants; and hundreds of others.

To Book **Michael Lee** call Executive Speakers at 901-754-9404

Michael Lee

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Testimonials

☐ "Michael Lee was fantastic! Not only was he a captivating and entertaining speaker but he had so much valuable information to share." ☐

- [Homes.Com.](#)

☐ "You are an outstanding and accomplished speaker and we were privileged to have you share your experiences, viewpoints, and knowledge while delivering a motivational and strong message." ☐

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