

→ *Introduction for Mark Sanborn, CSP, CPAE*

Important Note: The introduction is a crucial part of Mark's presentation. Done properly, it establishes credibility and sets a positive, upbeat tone.

Our speaker today is Mark Sanborn, an international bestselling author and noted authority on leadership and customer service.

Mark has served as the president of the National Speakers Association and is one of the youngest speakers ever to be inducted into the Speaker Hall of Fame.

Mark has authored eight books and nearly two dozen audio and video training programs including the bestselling books **The Fred Factor** and **You Don't Need A Title to be a Leader**. In 2007 Mark was awarded the Ambassador of Free Enterprise Award by Sales & Marketing Executives International.

His latest book, **The Encore Effect**, was released by Random House in 2008 and was an instant Amazon business book bestseller.

Mark lives in Highlands Ranch, Colorado, with his wife Darla and sons Hunter and Jackson.

Please welcome Mark Sanborn!

Sanborn & Associates, Inc.

An idea lab dedicated to developing leaders in business and in life.

Sanborn
& associates inc.

