



TIPS FOR A BETTER INTRODUCTION:

- PLEASE DO include personal experience with Michel IF appropriate.
- PLEASE DO include what personally interests you about the presentation IF appropriate.
- PLEASE DO write the proper title of the presentation in the space provide on this sheet.
- PLEASE DO read this over a few times before the event, and speak to me if you have trouble or questions with any part of it.
- PLEASE DO NOT try to memorize this introduction; it's OK to read it
- PLEASE DO NOT start off by saying 'Michel asked me to read this'. (The introduction must give the impression it comes from you.)
- PLEASE DO NOT share this verbal intro with anyone other than the person who will be introducing Michel.

PLEASE DO NOT edit this verbal intro unless you check with Michel first.

Verbal Introduction for Michel Neray

Michel Neray helps companies massively increase sales by getting everyone in the company -- including the sales team -- to rally around and communicate their core competitive advantage in the most compelling way. It's what he calls their 'Essential Message'.

Do you know what your Essential Message is?

Michel has a science degree from University of Waterloo, an MBA from McGill University, and over 25 years of experience as an advertising copywriter. Michel co-authored The Great Crossover, which made it to Jack Canfield's Achiever's Recommended Reading List. In 2005, his chapter, "Everything Starts With A Conversation" was selected as the lead for the book, Sales Gurus Speak Out.

He has spoken at conferences around the world including both Israel and Iran!

He's married with three children, two dogs, three snowboards, a whitewater canoe and a black belt in Karate.

His talk today is _____.

Here's Michel...