

MEDIA KIT

# MIKE LARUSSO

AUTHOR | SPEAKER | SALES PROSPECTOR

# ABOUT MIKE

*"I teach professionals how to gain the most sought-after reward in sales-selling business, how to employ prospecting methods tactically and analytically with extremely high success rates, and I make natural born salespeople out of trained ones."*

Mike LaRusso is a revolutionary author and sales veteran.

With an unparalleled vision and expertise, he is rewriting the rules of sales, business development, data analysis, and project management.

By seamlessly merging hands on field sales with project mastery, Mike LaRusso is changing the prospecting game.

As a true hunter, he dazzles in securing new accounts across all channels, mastering partner recruitment and management.

Armed with two decades of data wizardry, Mike uncovers hidden treasures and crafts sales-boosting models effortlessly.

A transformative Project Manager, he ignites change by maximizing existing resources and reimagining strategies.



His masterpiece, "The Sales Professional's Survival Guide," unveils a transformative prospecting methodology forged from four decades of diverse sales experiences.

Embark on an epic journey to unparalleled success alongside Mike LaRusso. Embrace his strategies and methods to conquer new horizons, and unlock the untapped potential of sales like never before!

# SELECT MEDIA



**FRIDAY**  
July 21, 2023  
12:30PM

From the Bottom  
**To The Top**  
with *bonnie mauldin*



With Special Guest  
**Mike LaRusso**  
Sales Expert  
The Sales Professional's  
Survival Guide

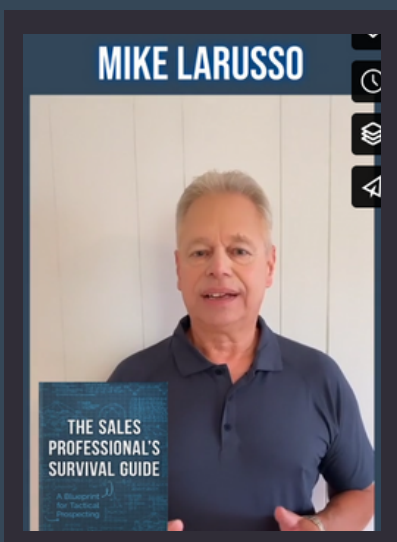
From The Bottom To The Top



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Download a chapter of  
The Sales Professional's  
Survival Guide FOR FREE


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**What people are saying about the  
Sales Professional's Survival Guide**

Actual sales advice about how to solve the biggest problems in client acquisition. Lots of great techniques for prospecting new clients and finding revenue streams, and it was all easy to follow and clear...

**5.0 out of 5 stars Sales advice for everyone**  
Reviewed in the United States on August 18, 2023




[WWW.MIKELARUSSO.COM](http://WWW.MIKELARUSSO.COM)

# SELECT MEDIA



▶ LIVE STREAM

Tuesday, 12 September  
Starts at 6:15 pm Central



Mike LaRusso  
Author



Courtney  
Host

@ripollsworkshopreads



# SPEAKING TOPICS

**"Unleashing the Power of Practical Sales Methods: A Roadmap to Closing Deals"** - In this presentation, Mike LaRusso breaks down the core principles of his book and how they contribute to closing deals effectively.

**"From Theory to Triumph: Realizing Results with Practical Sales Techniques"** - This topic allows Mike LaRusso to explore the bridge between theoretical knowledge and actionable results in sales.

**"Adapting and Thriving: Navigating Modern Sales Realities with Practical Wisdom"** - In today's dynamic business landscape, sales professionals must adapt to changing trends and technologies.



**"From the Field to Creativity: Unleashing Inspiration Through Soccer"** - In this presentation, Mike delves into how personal experiences playing soccer influenced how he does business in unexpected ways.

**"Balancing Success: Nurturing Lifestyle, Health, and Business"** - Mike focuses on his personal journey of maintaining a balanced lifestyle while pursuing business success.

**"Navigating the Creative Odyssey: Insights for Aspiring Authors"** - Drawing from his experience as an author, Mike offers valuable advice to first-time writers. He addresses the challenges during the writing process and how to overcome them.



## FOR SPEAKING & MEDIA INQUIRIES - CONTACT

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