



MICHAEL VICKERS

Author, Speaker, Podcast Host, & Performance Coach

Key Focus:

I help my clients Out-position, Out-sell, & Out-experience the competition, and become the Preferred Providers in the markets they serve.



Becoming Preferred, in my opinion is a blueprint for all organizations who want to increase market are profitably and insulate their current customer from competitive erosion. If you sell anything, Michael's strategies, tactics and frameworks will help you become preferred.


Robin Sharma - Best Selling
Author of The Monk Who Sold His Ferrari

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A popular speaker, consultant and educator, Michael trains and coaches thousands of professionals every year to grow individual and organizational performance. Summit Learning Systems, Michael's training organization, brings leading-edge strategies to clients in every sector of the North American economy.

Michael's success is completely grounded in and built on his personal experience. A consummate entrepreneur, Michael is a graduate of his own franchised retailing enterprise, a manufacturing and distribution company, and a highly successful publishing venture. A ceaseless innovator, Michael is constantly researching leading companies, searching for best practices, and distilling the experience of success, many of which can be found in his popular books entitled, "Becoming Preferred: How to Outsell Your Competition", and "Dance of the Rainmaker: Creating Authentic Differentiation in Today's Competitive Marketplace".

Michael also shares weekly insights as the host of the podcast, "Becoming Preferred," available wherever you get your podcasts.

Michael's unique gift is his mastery of the art of influence, and his ability to translate that mastery into practical, powerful techniques anyone can use. His presentations are entertaining, intimate and unabashed and he is hilarious in his stories, boundless in his enthusiasm, and relentless in his message that success is available to everyone!

INTERVIEW TOPICS

- A Masterclass on Becoming Preferred
- Level Up the Brand Experience
- How to use AI for Competitive Advantage
- Radical Productivity
- Triggers to Booking the Business

MICHAELVICKERS.com