

# Terry “TJ” Wisner

## Brief Introduction

*As you probably know, it is important to deliver the introduction properly. This introduction is short but very important. It not only introduces Terry, but it also establishes his credibility and purpose. If time allows, we prefer the full introduction be given to you audience.*

TERRY “TJ” WISE-NER IS A PROFESSIONAL SPEAKER, EXPERT COACH, PROFICIENT SALESMAN AND SUCCESSFUL ENTREPRENEUR.

HE HAS PUBLISHED MANY ARTICLES, CO-AUTHORED THREE BOOKS INCLUDING THE BEST SELLING *ADVANCED SELLING FOR DUMMIES* AND HE HAS BEEN FEATURED IN *SELLING POWER MAGAZINE*.

HIS CLIENTS SAY HE HAS HELPED THEM...  
IMPROVE THEIR PERFORMANCE...BOTH PERSONALLY AND PROFESSIONAL.

IN THESE TOUGH ECONOMIC TIMES, WE KNOW SELLING WON'T GET ANY EASIER.

HERE TODAY, TO HELP YOU **“BE YOUR OWN CHIEF PERFORMANCE OFFICER,”**

FOUNDER OF THE CPO INSTITUTE...  
OUR FRIEND...TJ WISE-NER.