



# The CPO Institute

*Inspiring performance improvement  
that generates necessary change*



Terry "TJ" Wisner, MBA, is the founder of *The CPO Institute* (a division of *Partnering to Success, LLC*), a Michigan-based company inspiring performance improvement that generates necessary change.

TJ is a successful speaker, coach, and entrepreneur with over 30 years of experience training executives, small business owners and CEOs. He has worked with thousands of companies ranging from small to Fortune 50, and has helped tens of thousands of individuals enhance their performance in both their personal and professional lives.

By providing clients with individual and organizational coaching, entertaining keynotes and seminars, TJ helps people generate necessary change by becoming their own Chief Performance Officer. He is captivating, thought provoking, entertaining and informative. People refer to him as the "Life Saver Dude" because of his ability to inspire them to make the necessary changes that lead to success and prosperity.

TJ is the current president-elect of the National Speakers Association-Michigan as well as a member of the International Federation for Professional Speakers. His work has been featured in *Selling Power Magazine*, *Advanced Selling for Dummies*, and *CNN.com*. His publications include dozens of articles and two co-authored business books: *Transformational Leadership* and *Craft a Life of Passion, Purpose and Prosperity*.

"My decades of experience in sales, organizational leadership and life have offered me a unique and enlightening perspective. I am able to tailor my message to the needs of the audience," says TJ.

Create a memorable and valuable experience for your audience as TJ stirs the imagination, touches the heart, and reveals the BYOCPO Process. Keynote attendees will gain clarity, focus and accountability in their lives that will ultimately lead to greater personal and professional success.

"Terry, your message is right on target, not just for the sales department, but everyone in the company. We all serve customers rather internal or external. You get it!"

*M. Beaty,  
General Motors*

"One of our members with over 20 years of experience said, 'He was the best speaker I have ever heard.' Thank you for inspiring me."

*K. Dunton, American  
Business Women's  
Association*

"You are authentic and a real sales professional. Your message is unique and your perspectives on customer service are something we all care about. THANKS!"

*M. Serra  
Boys & Girls Club*

"If it wasn't for Terry Wisner and the free beer, the entire conference would have been a waste of time! Thanks for all the insights and tips to improve."

*J. Harms  
Automotive Dealers  
Association*

TJ inspires performance improvement that generates necessary change in three key areas: sales, leadership and life. The following are his most requested keynote topics. For details please visit: [www.byocpo.com](http://www.byocpo.com).

## *Sales*

### **Sales – “Don’t Just Do It”**

*During TJ’s flagship presentation participants will examine and discover a unique process that will drive them to higher levels of clarity, focus and accountability. Sales excellence takes strategic and tactical thinking. With over 30 years of experience in sales and training, TJ understands this need and has developed tools that will prove beneficial for every member of your sales team.*

### **Ten Easy Ways to Lose Customers**

*This is a humorous talk that highlights exactly what NOT to do if customer satisfaction and retention is important. Create a memorable experience for your attendees and generate the necessary change to drive improved performance and customer enthusiasm.*

### **Leader as Sales CPO**

*Organizational leaders and entrepreneurs will embrace the simplicity of the BYOCPO Process and how it leads to overall performance improvement. Every leader wants a sales team with clarity, focus and accountability. TJ will share the tools necessary for leaders to implement change, enhance team performance and increase the bottom-line.*

## *Leadership*

### **Leadership – “Don’t Just Do It”**

*TJ simplifies the leadership process and offers tools that will deliver results through this entertaining, interactive, and practical keynote address.*

### **The “Entrepreneurial leader”**

*Will your audience be comprised of independent business owners? With this keynote address, TJ answers their needs. Profitability, customer satisfaction, engaged employees and more free-time are simple through the BYOCPO process.*

### **Six Steps to Successful Succession Strategies**

*Is your association, non-profit organization, or small business prepared to lose its leader? What plans are in place for a successful succession? TJ will entertain the audience, touch a nerve, and reveal his “can’t miss” tips and techniques to prepare for a successful leadership transition.*

## *Life*

### **Life – “Don’t Just Do It”**

*If your audience is comprised of people who want to have balance in their lives, grow personally and professionally, achieve their goals, and get the most from your meeting or convention, then this is the perfect kick-off for your event.*

### **Don’t Live Life in the Rearview Mirror**

*This interactive talk will take your audience on a high speed trip down the road to understanding the importance of a “Life Plan” and the BYOCPO Process. Your audience will experience real world solutions to their problems and learn strategies to make their dreams come true.*

“I’m proud that my clients tell me I am charismatic, a class act, passionate, and even salubrious. But, I’m most proud of the fact that they say I’m easy to work with and in the end **they get results.**”

Terry Wisner - Keynote Speaker & Founder of The CPO Institute

## **PREVIOUS CLIENTS**

ACDelco

American Business Women

Automotive Service

Association

Benchmark Hospitality

Boys & Girls Club of America

Colorado Customer Service

Association

C.S. Mott Foundation

Comcast Cable

Department of Defense

Eagen Distributors

Ford Motor Company

General Motors Corporation

GMAC

Int’l Association

Administration Professionals

Johnson Industries

Kettering University

Leader Dogs for the Blind

Michigan Society of

Association Executives

Motherly Intercession

MMPI Summit

NADA

United Way of Michigan

West Virginia Education

Association

Women’s Business Network

Xpedx

“Very quick response, easy to work with, real professionals. Great Job.”

Dennis Walsh  
xpedx

MEMBER  
NSA

EXPERT  
Ezine  
Articles



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