

Doug Dvorak Biography

Doug Dvorak – Sales, Customer Service & Motivational Leadership Expert

Doug Dvorak is a globally recognized speaker, author, and thought leader specializing in **sales performance, customer service excellence, and motivational leadership**. As a **Certified Speaking Professional (CSP)** and a member of the **Motivational Speakers Hall of Fame**, Doug has empowered over one million people across six continents through his dynamic keynotes and training programs.

Doug is the Founder and Managing Principal of **The Sales Coaching Institute**, where he has helped Fortune 1000 companies, franchise systems, and small businesses alike improve sales strategies, elevate customer experiences, and cultivate high-performance teams. His client list includes Marriott, Cisco, Subway, Choice Hotels, and the U.S. Department of the Interior.

Blending real-world business acumen with humor and powerful storytelling, Doug's presentations are known for being **engaging, practical, and results driven**. Whether he's inspiring a sales force to exceed quotas, teaching customer-facing teams how to deliver unforgettable service, or guiding leaders to motivate with purpose, Doug tailors every message to his audience's goals and challenges.

With a background that includes a B.A. in Business Administration and an MBA in Marketing Management, Doug's insights are backed by research, experience, and a passion for helping others succeed. He is also the author of numerous books on sales effectiveness, customer loyalty, and workplace motivation.

Doug's mission is clear: **To energize individuals and organizations to achieve sustainable success through clarity, creativity, and commitment**. When you book Doug Dvorak, you don't just get a speaker, you get a catalyst for growth.