

## Doug Dvorak Introduction

Please welcome **Doug Dvorak**, CSP – a Hall of Fame motivational speaker, Master Certified Sales Coach, and one of the most in-demand franchise-focused keynote speakers in the world today. Doug brings over two decades of experience inspiring franchise leaders, owners, and frontline teams to reach new heights in **sales performance, customer service excellence, and motivational leadership**.

As the Founder and Managing Principal of The Sales Coaching Institute, Doug has worked with some of the world's most recognized franchise brands, empowering them to turn average teams into elite performers. His engaging, humorous, and content-rich presentations are tailored specifically for the franchise model—addressing the unique challenges and opportunities that franchisors and franchisees face every day.

Doug's message is simple but powerful: success in franchising starts with **focused execution, inspired leadership, and unmatched service**. With a deep understanding of brand consistency, operational excellence, and sales systems, Doug delivers high-impact strategies that drive measurable results across your entire network.

Doug is a Certified Speaking Professional (CSP), the highest earned designation from the National Speakers Association, and a member of the Motivational Speakers Hall of Fame. He has delivered over 2,000 presentations in 100+ countries, helping franchise organizations embrace a performance-driven culture that scales.

Get ready to laugh, learn, and leave inspired. Please join me in welcoming Doug Dvorak!