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See Dave on The Big Idea With Donny Deutsch <http://budurl.com/bigidea>

See what, T. Harv Eker, Dr. Ted Morter III and Mark Victor Hansen say about Dave Lakhani

<http://www.viddler.com/explore/boldapproach/videos/7>

<http://www.viddler.com/explore/boldapproach/videos/9>

<http://www.viddler.com/explore/boldapproach/videos/3>

See Dave Present To An Audience of 1000+ People

<http://is.gd/o9ek>

Professional Bio

Dave Lakhani is the President of Bold Approach, Inc., and is widely considered one of the nation's top experts on applied persuasion. His unique insights into persuasion come from being raised in a cult from the time he was six until age sixteen. His study of persuasion, human influence, sales, marketing, advertising, and cults has spanned twenty seven years.

Dave has been responsible for developing dynamic strategies driving record breaking growth and increases in sales in more than 500 businesses in the past 15 years. Dave has lead multinational sales forces and marketing teams and has broken ever sales record in every company he ever lead. He is an in demand speaker, author and trainer, whose ideas have been applied by some of the biggest companies in the United States including IBM, US Army, Rogers Media, Micron, GE, Wizard Academy and many more.. Dave's advice is frequently seen in magazines including Selling Power, Sales and Marketing Management, Entrepreneur, Business Solutions, Retail Systems Reseller, Integrated Solutions, Home Office Computing, PC Magazine and other media including Business Radio Network, The Business Connection, The Big Idea with Donny Deutsch and dozens more. He has been featured in more than 50 books.

Dave's Company Bold Approach, Inc. was nominated as one of Fast Company Magazine's Fast 50 companies and Dave was runner up for the 2007 American Business Award For America's Best Sales Trainer. He recently received his second nomination as America's (2009) Best Sales Trainer from The American Business Awards.

Dave Is A Prolific Bestselling Author And Has Written The Following Books:

Ready, Aim, Hire! – Anthology, Persysco Publishing

A Fighting Chance – Prince Publishing

Making Marketing Work (Audio Book) – BA Publishing

Persuasion – The Art of Getting What You Want – Wiley 2005 – Bestseller in 2005

The Power of an Hour – Business and Life Mastery In One Hour A Week – Wiley 2006 – Bestseller in 2006

Selling – Powerful New Strategies For Sales Success – Network 3000 – October 2007 – Bestseller in 2007

Subliminal Persuasion – Influence and Marketing Secrets They Don't Want You To Know – Wiley, March 2008 – Bestseller in 2008

The 12 Factors of Business Success – Wiley 2008 – September 2008 – Bestseller in September 2008

How To Sell When Nobody's Buying – Wiley, May 2009 – Being published now

A regular on the largest personal development platforms in the world including T. Harv Eker's (Secrets Of The Millionaire Mind) Peak Potentials stages, Mark Victor Hansen (Chicken Soup For The Soul) MegaBusiness and MegaSuccess platforms, Chris Howard International and more. Dave is considered one of the world's top platform closers who regularly closes 20 – 70% of the people in the rooms he works and is often invited back to speak at the largest personal development events in the world and around the world. His understanding of persuasion, sales, behavior and human motivation make him an in demand sales and marketing trainer, and hired gun to close deals. Dave has presented on virtually every continent except Antarctica (and he's going there in December of 2009)!

An avid traveler and adventurer, Dave has traveled to more than 100 countries.

Personal Information

I'm a former U.S. Army soldier, federal narcotics officer and SWAT team member with strong ties in the local law enforcement community.

I love to golf (poorly), scuba dive, camp and explore as time allows. I've been on every continent except Antarctica and intend to do that in the next 36 months. I've traveled to more than 47 countries and intend to continue to expand that as life goes on. I'm a better than average barbeque chef and enjoy wine, often with barbecue!



I'm a former competitive kick boxer (who once had hair) and still enjoy the study and practice of martial arts. I'm a voracious reader and consume more than 30 books a month

My greatest passion in life is spending time with my five year old daughter exploring the world while providing her with opportunities that would have never occurred to me as possible when I grew up. I'm also committed to helping her never know that there are limitations on what she may accomplish.



If I can answer any other questions or provide any additional information please feel free to ask!