

# “Little Voice” mastery

news release

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For Immediate Release

## **Business Expert Addresses Entrepreneurs at Conference Hosted by Mexican Government Joins Mexican President Felipe Calderon in Mexico City**

(Phoenix, AZ) – Blair Singer, founder of the Blair Singer Companies which includes SalesPartners Worldwide, Sales Dogs, and Little Voice Mastery, recently spoke at Mexico’s largest business conference designed for the to support entrepreneurs and small to mid-sized businesses. The event, Semana Nacional PYME 2009 Mexico Emprende, is hosted on an annual basis by the Mexican government and attracts over 150,000 attendees over the event’s 5-day run. This year’s event is being held November 3<sup>rd</sup> – November 7<sup>th</sup> in Mexico City.

Blair Singer, the internationally recognized sales, business and personal development expert, took the stage after the opening address made by Lic. Felipe Calderon, President of Mexico. Singer addressed the audience of over 2,000 attendees on how to jumpstart their businesses, increase sales, and build a championship business team. “To be included in a panel of such magnitude is truly an honor. It was heartwarming to see the response of the Mexican people and their quest to become better business people and more successful entrepreneurs,” said Singer.

Other notable speakers included Marco Antonio Regil, a high-profile TV celebrity throughout Latin America, Patch Adams (the physician whose life was depicted in the 1998 movie starring Robin Williams), and Birger Steen, V.P. of Microsoft Russia.

This is the 9<sup>th</sup> year the Mexican government has hosted the event. Media coverage at the event included Spanish CNN, Spanish *Entrepreneur*, and all major national Mexican media including Televisa, TV ASTECA, Cadena 3, Newspaper Universal, and others. Notable event corporate sponsors included HSBC, INTEL, Microsoft, FEDEX, Dell Computers, and Volkswagen.

### **About SalesPartners & Blair Singer**

Since 1987, Singer has led thousands of business owners and Fortune 500 leaders to maximize earnings potential and increase bottom lines. Companies including Singapore Airlines, Redken 5<sup>th</sup> Avenue, IBM, UPS Stores, Dunkin Brands, CIBC-Canada, United Healthcare, and Westin Hotels, have all benefited from his highly-effective and motivational teaching style.

Singer is the author of three bestselling books including *Sales Dogs: You Don’t Have to be an Attack Dog to be Successful in Sales*, *The ABC’s of How to Build a Business Team that Wins*, and *“Little Voice” Mastery: How to Win the War Between Your Ears in 30 Seconds or Less, and Have an Extraordinary Life!* He has also worked on a variety of collaborative efforts with the international bestselling author of *Rich Dad Poor Dad*, Robert Kiyosaki, and has served as a *Rich Dad Advisor* for over 10 years and speaks at many Rich Dad seminars and events.

Singer is also the co-founder and CEO of SalesPartners, a sales and coaching organization with over 60 franchised offices around the world, which specializes in sales training and coaching services for small to mid-size companies.

For more information on Blair Singer, visit [www.blairsinger.com](http://www.blairsinger.com) or call (602) 224-7792.

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