

## Alan Berg, CSP speaker introduction

Our next speaker has spent over 25 years helping wedding and event pros sell more, stress less, and grow faster. He's the former Vice President of Sales at The Knot, the industry's first Certified Speaking Professional, and a Global Speaking Fellow who's presented in 14 countries — including five in Spanish, which he taught himself.

Alan's written 13 books, including 'Shut Up and Sell More,' 'Stop Selling and Help Them Buy,' and 'Why Are They Ghosting Me?' His latest is 'From Browsing to Booking.'

He hosts the Wedding Business Solutions podcast, and — fun fact — he's an Executive Bourbon Steward. So, whether it's sales or spirits, Alan knows how to make things flow.

Please welcome Alan Berg!