



Michael J. Mainardi

Co-Founder/Managing Partner, Selling Technologies

With 37 years experience, Michael's unique understanding of a target audience, customer interaction and engagement has helped him create and develop numerous innovative advertising, marketing, training, and sales strategies.

His background in film, television and radio production led him to conceptualize and produce some of the most successful sales and presentation programs for the insurance and financial services industries via TV advertising, radio, software applications, CD-Rom, DVD-Rom, and other highly successful interactive training applications.

Selling Technologies is recognized as a disruptor for positive change and is a human behavior company. The foundation and focus of the company's endeavors can be summarized in a simple statement:

EVEN THE BEST SOLUTION WILL BE IGNORED IF THE PROBLEM ISN'T APPARENT.

1997. Michael co-authored the revolutionary presentation tool ***BusinessKillers***, developed to help advisors educate business owners and motivate them to act. Without the traditional product pitch, ***BusinessKillers*** fundamentally changes the way insurance and financial services are sold, and the program continues to be used by professionals today. It remains a preeminent sales strategies to effectively help advisors engage and penetrate the marketplace.

2011. Michael and his partner released AMANDA. (Advanced Messaging for Agencies, Networks, Distributors, and Associates.) This cloud-based application delivers on-demand video to a client or prospect in a branded, professional, closed circuit channel. It is used in the insurance/financial services industries as well as hospital Emergency Departments to train physicians, nurses and staff.

2015. Selling Technologies created a subsidiary, Medical Minutes to develop and implement a new training and communications application that is used by Emergency Departments, staff and hospital administrators to deliver training in a closed circuit application via email and mobile and drive cost savings across all departments.

2016. Selling Technologies developed a sixth application, ***crossXing*** which gives P&C agencies and banks a new, automated way to connect with customers, differentiate and drive revenues for life insurance.

2017. AMANDA 2.0 released February 1.

2019. ***BusinessKillers*** Cloud launched.

2020. ***Business Strategy Institute*** launched to connect specialists with business owners across the US.

2021. AMANDA 3.0 elevation is released along with Risk Snapshots, :30 self-assessment tools.

Michael and his partner are proud to have done pro bono work, creating two very successful Fund Raising video programs for the American Cancer Society's Relay for Life annual event and the Progeria Foundation, where that program debuted to kick-off a national fund raising event in New York City.

Selling Technologies continues to create unique, actionable content to drive digital engagement, helping professionals educate and work to help their clients identify and mitigate risk.

Michael resides in Bryn Mawr, PA with his wife, Sandy. He has two children, Michael and Jena.

Contact information: michael@sellingtechnologies.com, 267.684.6844 x2 Michael's perspective on the industry and general topics can be found in his blogs >> sellingtechnologies.wordpress.com.