

FOR IMMEDIATE RELEASE

Motivational Sales Speaker Doug Dvorak to Inspire Members of the Refinishers Distributors Alliance in Dearborn, MI on September 25, 2025

Dearborn, MI – September 2, 2025 – The Refinishers Distributors Alliance (RDA) announced today that internationally recognized motivational sales speaker and Hall of Fame member **Doug Dvorak** will deliver the keynote presentation at its upcoming meeting in Dearborn, Michigan, on **September 25, 2025**.

Dvorak, a **Master Certified Sales Trainer** and **CEO of The Sales Coaching Institute**, has spent more than two decades inspiring and training professionals around the globe. Known for his dynamic storytelling, humor, and actionable strategies, he has worked with leading organizations such as IBM, Marriott, and Abbott to help teams elevate performance and achieve sustainable sales success.

The RDA, a premier network serving distributors in the automotive refinishing industry, brings together top leaders and decision-makers from across the U.S. This year's event will focus on innovation, growth strategies, and strengthening distributor partnerships. Dvorak's keynote, **"Everything Starts and Stops with Intrinsic Motivation and Sales Excellence,"** will highlight practical techniques for overcoming industry challenges, maximizing sales effectiveness, and igniting team motivation.

"I am honored to speak to the members of the Refinishers Distributors Alliance," said Dvorak. "The refinishers industry has a proud history of resilience and innovation. My goal is to provide fresh insights, energy, and actionable tools that will help their teams drive greater results in the months and years ahead."

The event promises to be a transformative experience for RDA members, offering valuable networking opportunities and forward-looking sales and business development strategies.

About Doug Dvorak

Doug Dvorak is a Hall of Fame motivational speaker, master certified sales coach, and CEO of The Sales Coaching Institute. With a career span of more than 20 years, he has delivered engaging presentations and training programs to Fortune 1000 companies, associations, and entrepreneurial organizations worldwide. His work has been featured in *The Wall Street Journal*, *Crain's Chicago Business*, and *USA Today*.

About the Refinishers Distributors Alliance (RDA)

The Refinishers Distributors Alliance is a national cooperative of independent distributors serving the automotive refinishing industry. RDA members work collaboratively to deliver innovative solutions, build strong supplier partnerships, and promote growth opportunities for their customers and communities.

Media Contact:

Cathy Miner

cathyd@dougdvorak.com

847 521 0546
