



ABOUT Steve Dorfman

Since 2006, clients have come to Steve to motivate, educate, engage, and develop frontline staff with interactive trainings and continuous development programs that result in:

- "Employee-owned" remarkable experiences for customers and clients;
- Consistent referral business, and;
- Repeat customer loyalty
- ... and all of this all translates into a strengthened culture and increased profits

Before founding *Driven to Excel, Inc.*, Steve spent 11 years as a Sales Consultant for Rosenthal Acura. Yes, the car business ... a business with a reputation for impeccable customer service, right? On the contrary, in case you weren't aware, most consumers carry a very negative stigma about car salespeople and the car business in general. So when Steve entered the business at 23 he was determined to make a positive difference by creating remarkable experiences for his clients – His unwavering commitment to impeccable service earned Steve “*Salesman of the Year*” for 7 years in a row, while he maintained a CSI (Customer Satisfaction Index) rating in the top 1% nationally. He worked *by appointment only* as repeat and referral business accounted for 70% of his sales. All of this earned Steve a comfy six-figure income from his 35-hour workweek ... which proves that by subscribing to a culture of impeccability, you're working smarter, not harder and the results of your efforts can be quite rewarding.

Before the car business, Steve spent 8 rapid-growth years in the hospitality industry. Today, he hosts the *We Mean Business!* TV show (www.WeMeanBiz.tv) and co-founded the 300-member YPLG (Young Professionals Leadership Group). In 2011, just 10 days after turning 40, Steve married Maggie; the love of his life. They were married at Lake Anna, VA – their favorite weekend spot for boating, wakeboarding and fun in the sun, especially when shared with close friends and family. Steve and Maggie reside in Gaithersburg, MD – just outside of Washington, DC – and look forward to starting a family soon.

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