

[www.tony-porter.com](http://www.tony-porter.com)

*Tony Porter*

#1 NEW YORK TIME BEST  
SELLING AUTHOR, SPEAKER  
AND COACH



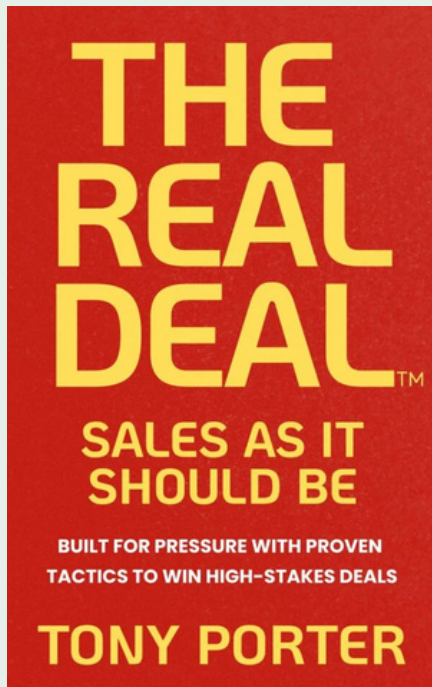
Tony Porter is a sales operator turned authority, known for cutting through surface-level selling and exposing what actually drives deals. He works with sales professionals, founders, and individuals entering sales to help them win opportunities, handle pressure in real conversations, and close with confidence by mastering control, psychology, and execution where it counts.

Prospecting That Actually Works and how to consistently create opportunities, Objection Handling Under Pressure and staying in control when deals push back, High-Stakes Conversations and influencing outcomes when it matters most, Sales Psychology and how people really make decisions, and From First Contact to Close and controlling the full sales cycle.

PHOTOS



BOOK COVERS



FEATURED PRESS



From Survival to Sales Mastery: Tony Porter's Journey to The Real Deal



Tony Porter Launches The Real Deal Works to Revolutionize Sales Training



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# TONY PORTER



Tony Porter didn't learn sales in a classroom or through theory; he learned it through pressure, rejection, and real-world survival. Long before boardrooms and enterprise deals, he was forced to understand people quickly, adapt on the spot, and create opportunity where none existed. That edge became the foundation of how he sells and teaches today. Over time, Tony moved into high-stakes sales environments, navigating complex deals, senior stakeholders, and situations where conversations directly impacted outcomes. He built a reputation not for being the loudest in the room but for being the one who could control it, reading people, managing pressure, and guiding decisions when it matters most. He is the author of *The Real Deal: Objection Handling Like a Pro*, a straight-talking guide that breaks down what really happens when deals stall and how to regain control without scripts or gimmicks. Today, through *The Real Deal®*, Tony works with sales professionals, founders, and those entering the industry who want to operate at a higher level, helping them build pipeline, win trust faster, and close deals with clarity in real-world selling environments.



## GET IN TOUCH

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