



Passionate about heart-based selling, Mike is a thought leader, speaker, and a top salesperson at the Haselwood Autoplex in Bremerton, Washington. He is dedicated to changing the culture of automotive sales organizations and has maintained this status by seeking professional development opportunities to help improve as both a salesperson and a human being.

Mike's sales career started by selling shoes in a small town in New Jersey as a teenager. Then in 1980 he was intrigued by the skill of the then world's top selling auto salesman, Joe Girard, and decided that automotive sales was for him and that it would be done with honesty, integrity and respect.

In 2017 Mike moved across the country and after one year was selling 200+ vehicles year. Now he is writing about his methods in a book titled: "Two Years to Prosperity; The T.O.M.A.T.O. Is The Motto Method" which details how T.O.M.A.T.O., an acronym for Top of Mind Awareness Through Others enabled him to be successful in the Seattle market in a short period of time.

Based in Kitsap County Washington, Mike is a master connector and a top networking referral partner.