

INTRODUCTION

I'm excited to introduce our speaker, John Livesay. We gave a lot of consideration as to who to select as our guest expert, and John rose to the top. He has a reputation for enabling his audience to become "Revenue Rockstars".

He illuminates key themes such - what makes for a magnetic pitch - why storytellers rule the world - how to create connection - and what makes someone become irresistible. He has spoken to organizations such as Coca-Cola, Jaguar, Anthem Insurance and Honeywell. The insights he'll be sharing today are hard-earned from his own 20 years in high-end media sales - where he achieved Salesperson of the Year for Conde Nast.

As a fun fact, he met Olympic Swimmer Michael Phelps and has a story about what Michael taught him. He is the author of three books, his most recent is titled "Better Selling Through Storytelling." Additionally, he is the host of a weekly podcast "The Successful Pitch" that is heard in over 60 countries. His TEDx Talk "Be The Lifeguard Of Your Own Life" has over 1M views.

He is often on TV as the expert on storytelling and was recently interviewed by Larry King. Please welcome, John Livesay