

# WATCH YOUR SALES FORCE GO FROM

# INVISIBLE TO IRRESISTIBLE

*So They Can Win More Clients – and Win Back Those They’ve Lost!*

## WITH JOHN LIVESAY

“We’ve won over \$5 million in new business thanks to the storytelling skills John shared with our people!”  
– *Gensler Architecture*



### Are your salespeople struggling to...

Stand out among new competitors and new technologies in an ever-changing marketplace?

Craft and deliver pitches that are clear, compelling, and memorable to today’s savvy buyers?

Repair and restore relationships with clients they’ve lost?

### John Livesay, aka “The Pitch Whisperer,” will show your salespeople how to...

Become Master Storytellers that *pull* people in and make your offer irresistible

Engage clients emotionally with stories that are inspiring, authentic, and engaging

Rebuild relationships with listening and empathy skills that win back clients

John Livesay earned his nickname “The Pitch Whisperer” by helping salespeople become magnetic storytellers with the ability to make irresistible offers to their ideal clients. He is a true Game Changer. In each and every engagement, John brings to bear the hard-earned lessons of 20 years in high-end media sales. As a former salesman of the year for Condé Nast, John managed accounts for Lexus, Guess and Cosmopolitan hotels. This sales career led to his first book, *The Seven Most Powerful Selling Secrets*. But John’s knowledge and experience doesn’t stop there.

John is also the host of “*The Successful Pitch*,” a weekly podcast heard in more than 60 countries featuring notable business leaders, executives and funding experts. All of this gives John a remarkably well-rounded perspective, which provided the foundation of his second book, *The Successful Pitch: Conversations About Going from Invisible to Investible*.

Today, John has become one of the most sought-after subject matter experts on ABC, CBS and FOX, sharing the latest insights on pitching, storytelling and connection. As a keynote speaker, John has captivated audiences in settings ranging from Gensler’s top management retreat to Coca-Cola’s CMO Summit.

Learn more at [JohnLivesay.com](http://JohnLivesay.com)

Or email: [bookjohn@thespeakersgroup.com](mailto:bookjohn@thespeakersgroup.com)

Or call The Speakers Group today at 615.526.6600

“John Livesay did incredible preparation to understand the Gensler culture and challenges we face at the top of our field. I highly recommend him as a speaker.”  
– Kenneth Baker, Co-Regional Managing Principal, Gensler



## “THE PITCH WHISPERER” PROVIDES THE ROADMAP TO BECOMING A REVENUE ROCK STAR!

“John Livesay impressed me with his passion and preparation... He was diligent in ensuring his message would resonate by thinking about what would be important to our particular audience and connecting his knowledge and experience to their concerns. John has great energy and enthusiasm.”

– Kathy Twells, AVP, Coca-Cola

“Our team of 200 people connected with [John] immediately and left the meeting inspired by their new skills for success. John truly hit it out of the ballpark we will definitely be working with John again in the future.”

– Christel Kozar, Program Manager, Anthem, Inc.

“After listening to John speak I was astounded by his new, smart, innovative and clever ways to improve sales and closing strategies, plus how to win over a client’s trust and make it more of a collaborative experience. This man is amazing.”

– Michael Collins, Realtor Associate, Coldwell Banker Global Luxury

John has spoken to sales forces from world class organizations such as...

Anthem. Gensler KPBS JAGUAR GUESS Coca-Cola COLDWELL BANKER

**Most Popular Keynote:**

### FROM INVISIBLE TO IRRESISTIBLE How to Elevate Your Sales Game in Uncertain Times

Today’s buyers are crazy-busy and ultra-savvy, which yesterday’s sales strategies fall flat and leave your salespeople easily forgettable.

How can you stand out with new competitors and new technologies disrupting the marketplace every day? The sales people who Get To YES are those who become master storytellers with magnetic pitches. Whoever tells the best story gets the sale, and after John speaks, your people will know exactly how to craft irresistible stories.

**Key takeaways include:**

- How to Develop Empathy Skills That Win Clients
- How to Find Your Own Story That Creates A Real Connection with Your Ideal Clients
- Learn New Ways to Use Silence to Get to YES

**YOUR PEOPLE WILL BE READY TO SOAR TO SUCCESS ON THEIR SALES CALLS AFTER JOHN SPEAKS!**

To book John for your next event, email [bookjohn@thespeakersgroup.com](mailto:bookjohn@thespeakersgroup.com) or call The Speakers Group at 615.526.6600.

To listen to The Successful Pitch podcast and get free resources to boost sales, go to [JohnLivesay.com](http://JohnLivesay.com).