

INTRO

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 Coldwell Banker.

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 two books, his most recent is titled "The Successful Pitch." Additionally, he is the host of a weekly podcast by the same name. You may have seen him on ABC, CBS or Fox news - And John wants to be clear he was on the news for his insights and not his mugshot.

He came in all the way from Los Angeles. Please welcome, John Livesay.