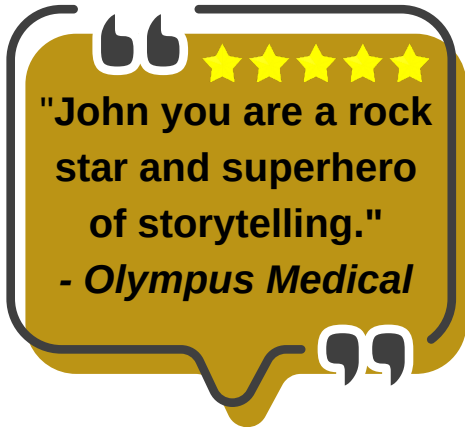


JOHN LIVESAY

will help your sales team

TELL BETTER STORIES WIN MORE SALES



John Livesay, aka *The Pitch Whisperer*, is a sales keynote speaker. He shows companies' sales teams how to turn mundane case studies into compelling case stories so they win more new business. From John's award-winning career at Conde Nast, he shares the lessons he learned that turn sales teams into revenue rockstars. His TEDx talk: "Be The Lifeguard of Your Own Life" has over 1,000,000 views.



Clients love working with John because of his ongoing support after his talk which includes implementing the storytelling skills from his best-selling book *Better Selling Through Storytelling* and online course "Revenue Rockstar Mastery."

The Sale Is in the Tale is a business fable set in Austin, TX, is about a sales representative whose old ways of selling are not working anymore. The reader accompanies the rep on his journey and learns how to use storytelling and strengthen their soft skills to improve their professional and personal relationships.

John currently lives in Austin with Pepe, his King Charles Spaniel, who reminds him every day of the importance of belly rubs.

DISCOVER THE PATHWAY TO BECOMING A

REVENUE ROCKSTAR



"We've won over \$5 million
in new business thanks to
the storytelling skills John
shared with our people!

- **Gensler Architecture**



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TELL STORIES, WIN SALES

**MOST
POPULAR
KEYNOTE**

Today whoever tells the best story wins the sale. Salespeople struggle to win new business without knowing why they are coming in second place. They find their prospect buyers forget almost everything they said and the time to close the sale gets longer and longer.

Enter John Livesay, aka The Pitch Whisperer who shows sales teams how to turn boring case studies into compelling case stories. They learn the exact steps to become black belts in storytelling. Once that happens they become irresistible and their revenue soars.

After John's keynote the audience will:

