



JOHN LIVESAY

The Pitch Whisperer

Sales | Storytelling
Keynote Speaker

JOHNLIVESAY.COM

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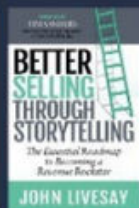
JOHN LIVESAY, AKA THE PITCH WHISPERER, IS A SALES KEYNOTE SPEAKER WHO SHOWS COMPANIES' SALES TEAMS HOW TO TURN MUNDANE CASE STUDIES INTO COMPELLING CASE STORIES SO THEY WIN MORE NEW BUSINESS.

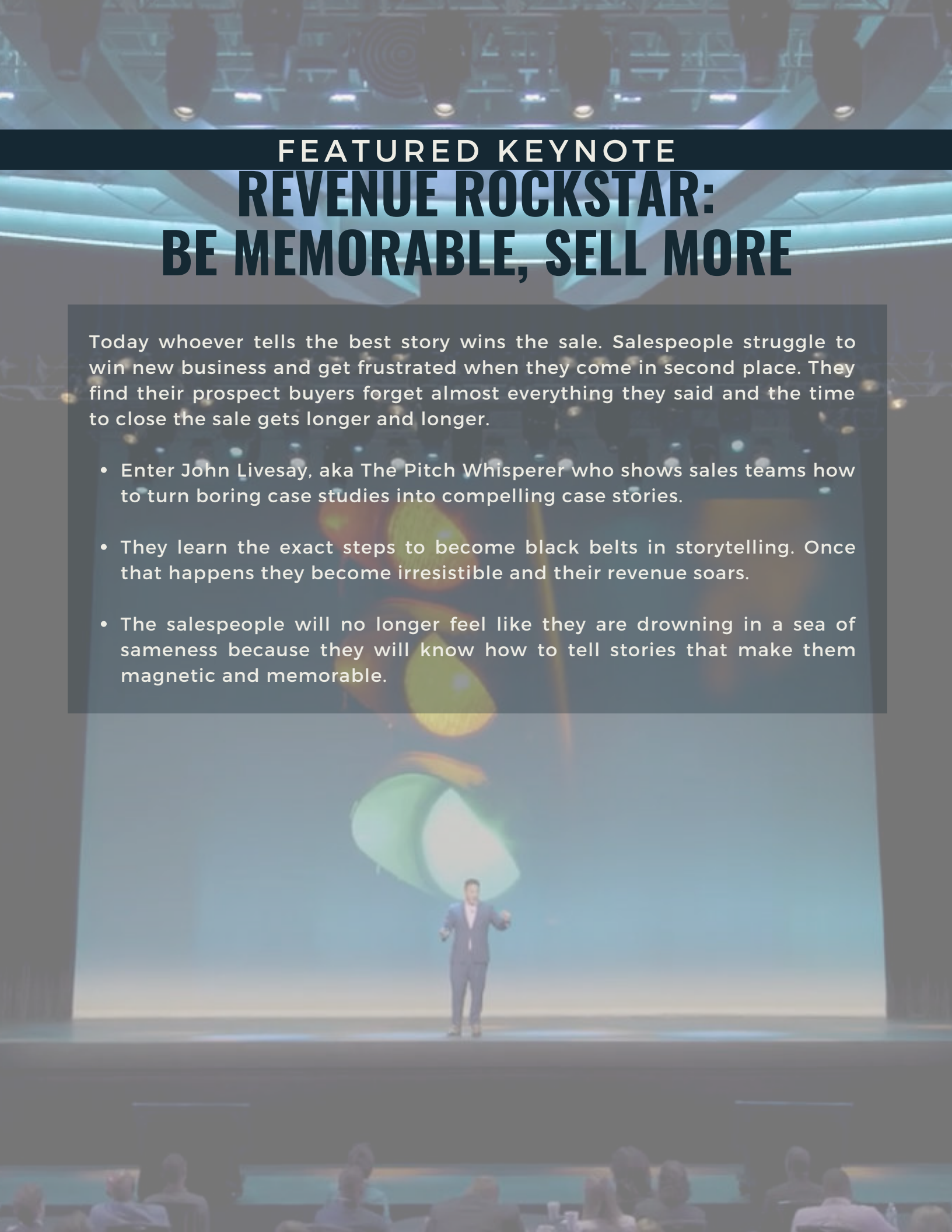
FROM JOHN'S AWARD-WINNING CAREER AT CONDE NAST, HE SHARES THE LESSONS HE LEARNED THAT TURN SALES TEAMS INTO REVENUE ROCKSTARS. HIS TEDX TALK: "BE THE LIFEGUARD OF YOUR OWN LIFE" HAS OVER 1,000,000 VIEWS.

JOHN HAS WRITTEN FOUR BOOKS ON THE POWER OF STORYTELLING AS A SALES TOOL.

HIS KEYNOTE TALK IS THE PERFECT COMBINATION OF INSPIRING AND ACTIONABLE TAKEAWAYS.

Keynote speaker and best-selling author of





FEATURED KEYNOTE

REVENUE ROCKSTAR: BE MEMORABLE, SELL MORE

Today whoever tells the best story wins the sale. Salespeople struggle to win new business and get frustrated when they come 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.
- The salespeople will no longer feel like they are drowning in a sea of sameness because they will know how to tell stories that make them magnetic and memorable.



AUDIENCE TAKEAWAYS



- ✓ Go from invisible to irresistible
- ✓ Tug at heartstrings so people to open their purse strings
- ✓ Become more resilient
- ✓ Become Revenue Rockstars
- ✓ Become a blackbelt in storytelling



YOUR JOURNEY WITH THE PITCH WHISPERER



Pre Keynote

The Pitch Whisperer's keynote includes interviews with key audience members which creates a customized talk for the audience. Clients appreciate John's use of company acronyms and understanding of their unique challenges. John is happy to:

- Create custom videos for you to send out to create buzz and excitement
- Interact with audience members before the event to create rapport and ask them about their stories

Keynote

Your audience will be entertained and inspired and walk away with new storytelling techniques they can start applying immediately to win more sales.



Impact After Keynote

Clients love that John offers both a 30-day and 90 day one-hour Zoom call where he can review the lessons learned on how to tell stories to win sales as well as answer questions.

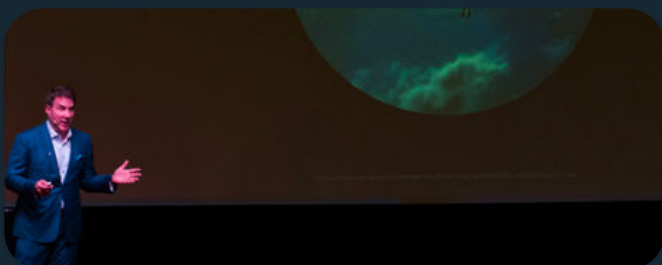
He is also able to help the team refine the "case stories" they are telling and prepare for an upcoming pitch.

The Pitch Whisperer's "Tell Stories Win Sales" is more than just a keynote.

It is a journey we go on together that starts before the event and continues after the event for maximum impact and engagement.

John is happy to sign copies of his book if you wish to buy copies for the audience.

This keeps the message of storytelling alive while also giving them a template to create their own stories.





TESTIMONIALS



2026 Commercial Sales Meeting keynote + three follow-up workshops

"In fact, we continued referencing his keynote and applying his frameworks long after he left the stage."



Bill Whitehead

SVP North America, Link Snacks



"We were fortunate enough to have John Livesay as our keynote speaker. John's message and content connected with our audience as he used his technique of storytelling and delivering the "WHY"! His 5/5/5 thinking is a gamechanger."



"John Livesay impressed me. 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."



"He made us smile, laugh and changed us all for the better. You made more than a client, you made a family."

Keith Griffis

Executive Director of Marketing, Olympus





VIDEOS

CLICK IMAGES TO VIEW



SPEAKER HIGHLIGHT VIDEO



JOHN ON KTLA



HOW TO BE MEMORABLE



RAPPORT BUILDING



THE ART OF SELLING



BE THE LIFEGUARD
OF YOUR OWN LIFE

A man in a dark suit and light-colored shirt is standing on a stage, gesturing with his right hand. Behind him is a large screen displaying a blue background with a white silhouette of a person's legs and feet.

8 REASONS TO HIRE JOHN LIVESAY

AS YOUR NEXT SALES KEYNOTE SPEAKER!

LONG-TERM IMPACT

John's storytelling tips will be put to use long after the event

POWERFUL STORYTELLING

Laughter and the occasional tear may happen!

ENTERTAINING AND INSPIRING

John's signature story on meeting Michael Phelps is an audience favorite

RELIABLE

John is easy to work with and clients love how he is both flexible and dependable

EXCEEDS EXPECTATIONS

John will surprise and delight the audience

CUSTOMIZED

John learns your "language" which pulls the audience in

HE'S BEEN THERE

John has been in your audience's shoes

FOLLOW-UP SESSIONS

John keeps the conversation going with 30 and 90-day virtual follow-ups

[READ MORE](#)