

# John Livesay

## Helping Sales Leaders Tell Stories to Win Sales; Author of *The Sale Is in the Tale*

Please contact a GDA agent for information.

### Topics

- Business Growth Strategies & Trends
- Motivation
- Sales
- Storytelling
- Technology & STEM
- TED-Talks

### About John Livesay

John Livesay is a sales expert and keynote speaker on sales, marketing, negotiation and persuasion who helps salespeople become magnetic storytellers with the ability to make irresistible offers to their ideal clients.

John has captivated audiences in settings ranging from Gensler's top management retreat to Coca-Cola's CMO Summit. He is also the author of *Better Selling Through Storytelling: The Essential Roadmap to Becoming a Revenue Rockstar* and is the host of "The Successful Pitch" podcast, which is heard in over 60 countries. His new book *The Sale is in the Tale* comes out in 2022.

Fortune and INC have interviewed John and he has appeared on TV including being interviewed by Larry King as the expert on "How To Ask For What You Want And Get A Yes." Audiences love him because they know he's been in their shoes. During a 20-year career in media sales with Conde Nast, John worked across all 22 brands in their corporate division and was the recipient of salesperson of the year honors.

John currently lives in Austin with his King Charles Spaniel Pepe who welcomes him home after he returns from his keynote talks, reminding him of the importance of belly rubs.

### Select Keynotes

- **Tell Stories Win Sales**

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 prospective 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 stories get shared across divisions which breaks down silos and cause existing clients to buy more products and services. The storytelling skills impact the culture as the sales team learn to develop both their personal story of origin and the company's cultural story which creates a new level of bonding and shared goals.

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.

Takeaways:

Learn how to tug at heartstrings so people open their purse strings

Go from invisible to irresistible



Become Revenue Rockstars

Be a blackbelt in storytelling

Workshop Available after the keynote on identifying a road map of taking clients from invisible to irresistible, Also workshop on how to have a great elevator pitch

## • **Tell Stories Recruit Top Talent**

Today's leaders need to work hand-in-hand with HR to recruit and keep the top talent needed to grow their business. Whether it is a new graduate or recruiting someone from a competitor, the stakes are high to get the right person in the right job and to do it quickly.

There are three stories leaders need to have in their toolbox to make their offer irresistible.

1) **Personal Story of Origin:** This is where a leader describes his or her own journey and stories that show why people love working with him or her. Painting a picture of the first 90 days for a new hire gives that individual a roadmap to success. Creating a repository of fellow employees' stories helps onboard new hires and develop connections through shared stories.

2) **The Company's Story:** This story shows values and culture in action. Many employees want to work for a company that reflects their personal values, such as sustainability or diversity. Telling stories rather than just listing values is a game changer.

3) **Case Stories:** Case stories from other employees who have joined the company are important to showcase those who have not only had success in their careers but also developed friendships that exist outside of work. Research shows that people stay in a job longer and increase productivity.

Takeaways:

Become the irresistible choice for top talent

Tell stories that top talent remembers and repeats

Paint a picture of how great life will be at your company

## • **How to Make The Perfect Elevator Pitch**

Everyone needs a great elevator pitch and few people have one. Plato said "Storytellers rule the world." That is still true today. People remember your stories not your numbers.

Do you wish you could tell people who are you are, what you do and why you do it in a way that has them say "That's interesting ... tell me more?" Can you pitch your vision for your company so you can attract the best players for your team? What is the secret to pitching new customers to hire you and get referrals?

Pitching with a clear, concise and compelling story is the key to breaking through all the noise in today's digital environment. When you tell great stories you pull people in vs. the old school way of pushing your message out to people. According to John Livesay "When you tug on the heartstrings, people open their purse strings."

Before John leaves the stage, your people will...

- ◊ Have a 90-second elevator pitch that has people saying, "That's interesting, tell me more!"
- ◊ Learn the THREE magic questions to get people to want to help you
- ◊ Know how to be conversational versus giving a "monologue" in a social setting

## • **Secret Strategies To Win Back Clients**

Do you feel like you need the tools of a hostage negotiator to win back a client?

Do you feel that a door is closed forever with one of your top clients that left?

Do you feel confused, frustrated, and even angry that one of your best clients left you?

Bill Gates once said, "Your most unhappy customers are your greatest source of learning." If 20% of your clients generate 80% of your revenue and you lose a client in that top 20%, your revenue suffers. Imagine there was a way to reopen a door that has been closed and find out how to win back a client so they never left again. Well you don't have to imagine it, because John is here to give you the step by step proven tools to go from being stuck and confused to soaring with clarity on how to get back a top client.

Enter the Cold Case Detective that solves the cases nobody can or wants to solve – i.e., Winning Back the Clients Who Left You. John is uniquely qualified to combine their expertise to be your secret weapon to win back clients.

John Livesay won Salesperson of the Year at Conde Nast for winning back the multi-million dollar Guess account and has helped Gensler win back a big client they lost a year ago. If you want bring back the clients that are filed away as lost forever, then hire John as your next keynote

speaker.

Before John leaves the stage, your people will be inspired and equipped with the knowledge they need to...

- ◊ Keep a client loyal so they don't leave
- ◊ Restore and rebuild a relationship to win back the lost client
- ◊ Be productive even while they're in the "penalty box"
- ◊ Stop playing the blame game

## Select Book Titles

- **2022:** The Sale is in the Tale
- **2019:** Better Selling Through Storytelling: The Essential Roadmap to Becoming a Revenue Rockstar

## Select Articles

- [Meet The Pitch Whisperer](#)

The need to connect will never go away. Storytelling is the way to tug at someone's heartstrings. When you do that, they open their pursestrings.

- [CHANGE YOUR QUESTIONS, CHANGE YOUR STORY WITH CAL FUSSMAN AND JOHN LIVESAY](#)

Questions and storytelling go hand in hand. In this episode, New York Times best-selling author, Cal Fussman, and top sales keynote speaker, John Livesay, explain to us the importance of queries when telling stories in relation to your brand.

- [The Sales Strategy Every Founder Needs to Know: How to Go From Just Interesting to Irresistible](#)

John Livesay, speaker and author of the book "Better Selling Through Storytelling," on how to get out of the "friend zone" and finally close a sale.

- [John Livesay Podcast Creating Experiences That Are Memorable with Gail Davis](#)

Creating Experiences That Are Memorable with Gail Davis

- [HOME SPEAKING ABOUT PODCAST MEDIA BESTSELLER CONTACT Heads In Beds : 3 Winning Sales Strategies One Las Vegas Hotel Executed To Be Fully Booked](#)

The result was The Cosmopolitan of Las Vegas sold out their rooms and then continued to get those guests to tell their friends they had to stay there. Once you give influencers a great experience, they become your brand ambassadors.

- [The Sales Strategy Every Founder Needs to Know: How to Go From Just Interesting to Irresistible](#)

Livesay, 60, calls himself the Pitch Whisperer and frequently speaks at companies like Anthem, Redfin, and Honeywell on topics such as sales, persuasion, and negotiations. He's also the author of the newly released book Better Selling Through Storytelling, which offers advice for how to push your message through.

- [7 Books That Will Prepare Your Business For Black Friday \(And Cyber Monday\) Sales Success](#)

The end-of-year holidays are almost upon us. If your business sells anything to consumers, from cashmere sweaters to downloads, you surely have a Black Friday–Cyber Monday weekend plan. However, before you get to the Thanksgiving table, I encourage you to chew on at least one or two of the following sales reads.

- [The Success Secret Leaders Can Borrow From Michael Phelps](#)

Have you ever wanted to set yourself apart but had no idea how? Have you ever struggled to be seen as a champion in your field? Michael Phelps has won the most gold medals in Olympic history, but he didn't start at the top. In 2006, John Livesay spoke with him at an event and I asked him how he achieved greatness.

- [Building Your Law Practice](#)

3 Tips for Lawyers To Win "Beauty Contests" when they have to convince new clients to pick their firm vs their two top competitors. How to have a great opening and closing statement as well as how to turn a case study into a case "story."

- [4 Questions To Ask When Booking Your Next Speaker](#)

Most clients are looking for four key criteria when selecting a speaker: 1. They want to make sure the talk has actionable takeaways. 2. They want the talk to be customized to their audience. 3. They want the talk to align with the rest of their agenda. 4. They want the talk to extend beyond the day of the event. This article gives you the questions to make sure you get these outcomes.

## Select Testimonials

John's dedication to customizing and delivering a high quality, accurate, and engaging presentation gave us the reassurance that he would not disappoint. What we didn't foresee was the level of enthusiasm, motivation and likability that John exudes that took his presentation beyond our expectations. Our team of 200 people connected with him immediately and left the meeting inspired by their new skills for success. John truly hit it out of the ballpark and we will definitely be working with John again in the future.

– *Anthem Insurance*

After listening to John speak I was astounded by his new, smart, innovative, and clever ways to improve sale and closing strategies + how to win over a clients trust and make it more of a collaborative experience. This man is amazing. Any office with a sales force needs to have him come speak.

– *Coldwell Banker*

"I told our CEO that John was the best speaker we have had in my 13 years with the firm."

– *DHR International -Executive Search*

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

– *Gensler Architecture*

John Livesay did such a great job for us. As a staff, we went through the post-conference survey responses and our attendees really gave him high scores. John recently addressed the MAIA membership attending the annual Missouri Agents Connection Summit and more pleased with his message and delivery we could not be. His ability to illustrate to insurance professionals how to tell stories that win sales is second to none. He was able to connect with attendees in a personal yet professional manner and assist them in better connecting the dots between planning the message they want to convey to clients and actually delivering that message to them. His message, however, not only applies to insurance professionals, but also to virtually any other professional group that must connect with clients in a meaningful way."

– *Matt Barton Chief Executive Officer Missouri Association of Insurance Agents*

John did an outstanding job learning about our business and tailoring his keynote/workshop to our sales team. The content was interesting and relevant and John's presentation style was engaging. During the workshop, our team enjoyed seeing John make on-the-fly suggestions to the case stories to enhance their effectiveness. Overall, the program was very well received and we are looking forward to the follow-up elements. Great job!

– *Red Nucleus Bob Piwko Chief Revenue Officer*

After your keynote, the team is making progress! I think back to how many of them spoke about being the Sherpa to our clients, using your co-pilot ideas and how your tips have made them get over their negative mindset.

– *Redfin Real Estate*

John Livesay impressed me with his passion and preparation around the Coca-Cola topic of "Exploring The New World Of Technology" for our annual CMO Summit. 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.

– *The Coca-Cola Company*