



**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.

## Testimonials

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

- Gensler.

"We appreciate your energy, the interesting stories that you've told. I had a little tear in my eye when you were talking. We're going to take what you taught us and integrate that into our storytelling and our sales process, and we'll build on all the good things that you've shared with us in this session."

- Bausch & Lomb.

### John Livesay

### Speech Topics

- Virtual Keynotes
- TED Talks
- Technology
- Sales
- Motivation
- Innovation

