



GOODMAN SPEAKERS | presents



DEIRDRE VAN NEST

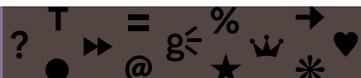
Deirdre Van Nest is the go-to expert for leaders, financial advisors, and anyone in a client-facing sales role, on improving communication skills (whether one-on-one or with a group). She is a top-rated International Keynote, and Trainer and the creator of the Crazy Good Talks® Blueprint, a practical communication system that teaches financial advisors, leaders and sales pros how to bring in business faster and impact more lives through the power of storytelling and making emotional connections. Deirdre is a regular contributor for Horseshoof, a faculty member at the Hoopis Performance Network, and is called upon frequently for interviews on podcasts and TV talk shows.

Deirdre is a Certified World Class Speaking™ Coach, a Certified Fearless Living Coach, a contributing author of the Amazon bestseller World Class Speaking™ in Action and author of "Fire Your Fear™".

She is an Italian/Irish New Yorker living in Minneapolis where she tries hard not to scare people with her loud voice and enthusiastic hand gestures.

You can learn more about her services at www.CrazyGoodTalks.com. For more speaking tips, check out www.CrazyGoodTalks.com/tv.

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1:1

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Speech Topics

THE EMOTIONALLY ENGAGING SALES PRO: HOW TO INCREASE TRUST, LIKABILITY & CONNECTION IN 4 MINUTES OR LESS

If you're like most Sales Pros, you know your competition is fierce and the marketplace is noisy. Whether you're talking with prospects and clients 1:1, in a group setting, or online you've likely wondered, "How do I differentiate myself from my competition?". To be the provider of choice and to avoid being seen as a commodity this question MUST be answered.

But...ironically many Sales Pros are looking for answers in the wrong place. It won't be found in giving more facts and figures about your products or services; the answer lies within you!

What differentiates you from your competition and makes you the obvious choice, someone others want to follow is YOU; specifically HOW you talk about what you do and WHY you do it.

This is where "crazy good" speaking and storytelling skills come in. The good news is every Sales Pro can gain these skills!

Stand Out And Own The Room Every Time You Speak!

For Your High-Achieving Advisors, Leaders, & Sales Pros

It's no longer enough to be the smartest or most skilled professional in the room. We are in the Communication Age. This means when speaking to groups, whether it's for 1 minute or 1 hour, people will make judgments about your competency based on your speaking skills. So...If you're an A+ Professional but a B- SPEAKER, you have a problem. The potential for someone to assume you're also B- at your job is high. When this happens, you lose credibility, business, and the ability to impact more lives.

The good news is You can be both! An A+ Professional and an A+ Speaker!

In this practical and interactive talk, your group will:

- Learn why many professionals are not satisfied with the results they get from speaking, and what they can do to skyrocket sales and knock it out of the park every time they speak.
- Discover the mistake almost every presenter makes when they open a presentation. This mistake bores the audience, decreases the number of appointments they set after their talk and reduces their overall impact.
- Get the key for immediately capturing the attention of any audience. Let's face it if you don't know how to get peoples' attention off their phones and on to you, your talk is toast. Master this one technique and you will know how exactly how to command the attention of any audience.
- Discover how to connect emotionally with every audience (use this for 1:1 conversations too). This strategy is like pouring lighter fluid on all your presentations and conversations.

How To Build Relationships And Win Business Through Storytelling

For Your Advisors, Leaders, & Salespeople at all levels

Most consumers make buying decisions based on emotion and then back their decision up with logic. That's why if your team wants people lining up to work with them after a group presentation or 1:1 meeting, they must become Crazy Good Storytellers.

Crazy Good Storytellers know how to speak to their listener's emotions, make a concise point, and let their stories do the selling for them.

In this interactive talk your group will:

- Discover why relying on technical expertise alone to win and keep business is no longer enough.
- Learn the biggest "sales killing" mistake most professionals make and how to avoid it when they speak and meet with clients.
- Learn how successful advisors, leaders, and sales pros are incorporating stories into their group presentations and 1:1 meetings with clients and prospects.
- Discover the 4 types of business stories every professional should be telling.
- Experience first-hand the technique for increasing likability, connection, and trust- -in 4 minutes or less.
- Pick up the step-by-step formula for crafting their own stories. This is a foundational skill every advisor needs in their toolkit. When this happens it's like pouring lighter fluid on their conversations and marketing activities!

Fire Your Fear and Grow Your Business!

Excuses, excuses.

When business does not go as planned it's easy to blame results on the economy...other people...not enough time or not enough money. But where does that lead? Nowhere. For many Advisors, blame too often is a cover up for fear...and here's the kicker — everything they want for their business — more clients, more money, more visibility — is on the other side of fear.

Which means that fear is the only thing standing between the business they have and the one they want. When they "Fire Fear," they take control — and can finally create the business that aligns with their goals and values.

In this engaging and practical presentation, your Advisors will:

- Discover how fear and self-doubt may be sabotaging success in their business and quality of life
- Learn the mindset shift they must make about fear so they can consistently make decisions that move them forward in their business — rather than hold them back
- Learn why "feeling comfortable" may be the biggest problem they have in business right now
- Pick up a simple yet powerful daily practice that propels them out of their comfort zone and into the "success zone"

How To Pour Lighter Fluid On Your Conversations, Recruiting, And Marketing Activities

For Your Leaders

If you're like most leaders, whether you're in recruiting or production mode you've likely wondered, "How do I differentiate myself from my competition?" You know your competition is fierce and the marketplace is noisy.

To be the leader others want to follow and to avoid being seen as a commodity this question **MUST** be answered. Ironically many leaders are looking for answers in the wrong place. It won't be found in new products or services but rather it lies within you!

What differentiates you from your competition is **YOU**; how you talk about what you do and more importantly **WHY** you do it. The most effective way to share your **WHY** is through a specific method of business storytelling.

In this presentation, your leaders will:

- Discover the 4 types of business stories every leader should be telling.
- Learn how successful leaders are incorporating these stories into their group and 1:1 presentations with candidates and clients.
- Experience first-hand the technique for increasing likability, connection, and trust- -in 4 minutes or less.
- Pick up the step-by-step formula for crafting their own stories. This is a foundational skill every leader needs in their toolkit. It enables them to overcome skepticism and to connect immediately and authentically with their listeners' hearts. When this happens it's like pouring lighter fluid on your conversations, recruiting, and marketing activities!