



MAKE SALES...WORK

KEYNOTES & WORKSHOPS

MOST REQUESTED KEYNOTES

➤ Sales Lab: Innovate, Experiment, and Thrive

Sales isn't about sticking to the script—it's about innovating your approach. This talk empowers sales professionals to treat their work as an experimental lab, trying new methods to close deals. Learn bold steps like "No-Meeting" days to boost focus, reverse mentorship with new reps, and celebrating failed pitches to foster resilience and creativity.

➤ Sales Culture WTF?! – 7 Pillars of Success

Are you struggling with where to focus to improve sales culture? The "7 Pillars of Amazing Culture" are tailored here for sales teams, guiding leaders and reps to unlock productivity, refine collaboration, and ultimately boost performance. Attendees will discover how a supportive, sales-focused culture can drive numbers up, not just engagement.

➤ Mastering Key Sales Conversations

There's a science to mastering conversations that close deals. This keynote focuses on practical strategies for tackling those tricky conversations that can make or break a deal. From understanding cognitive biases that influence decision-making to knowing when and how to push forward or pull back, this talk helps salespeople navigate every conversation with skill and grace.

➤ One Size Fits One: Crush Your Quota by Being You

The best sales reps aren't clones—they bring their unique strengths to every deal. In this talk, learn how to destroy your sales quota by leveraging your authentic approach. We'll break the myth of one-size-fits-all strategies and explore how to use individual strengths, storytelling, and personal connection to win over clients.

BIOGRAPHY



Chris Dyer is a recognized sales keynotes speaker. As a former CEO managing thousands of people, his companies consistently were named a best place to work. They have also been named a fastest growing company by Inc Magazine 5 times.

Chris routinely consults and speaks, and Inc Magazine ranked him as the **#1 Leadership Speaker.**

He has three bestselling books *The Power of Company Culture* and *Remote Work*, and has been named #5 on the Leadership Power List, a Top 50 Voice in Leadership, a Top 40 Change Management Guru, a Top 50 Global Thought Leader, and a Top 50 leadership podcast, Top 50 HR Leaders Shaping the Future of Work, and a Top 101 Global Employee Engagement & Experience Influencers by Inspiring Workplaces and Work Buzz, just this year.

As a keynote speaker his goal is to inspire audiences with a straightforward delivery, insightful candor, and engaging humor. His talks leave audiences permanently transformed, offering innovative perspectives on leadership to improve company culture, and empower organizations to discover new successes. Countless companies have unlocked productivity, performance, and profits by implementing his 7 Pillar Strategy.

TESTIMONIALS



Chris Dyer absolutely crushed it at our Sales Kickoff. His ability to connect with our team, challenge conventional thinking, and provide real, actionable strategies made all the difference. The overwhelming response from our attendees was that they walked away more confident, engaged, and prepared to win. If you're serious about elevating your sales organization, book Chris. You won't regret it.

Brian Lapidus
Chief Revenue Officer, NContracts

"Your content and delivery were both terrific! We consider anything over 4.5 best in class, and you clearly did a phenomenal job. Thank you!"

Donna Duncan, Brand Experiences Events Manager- Intuit

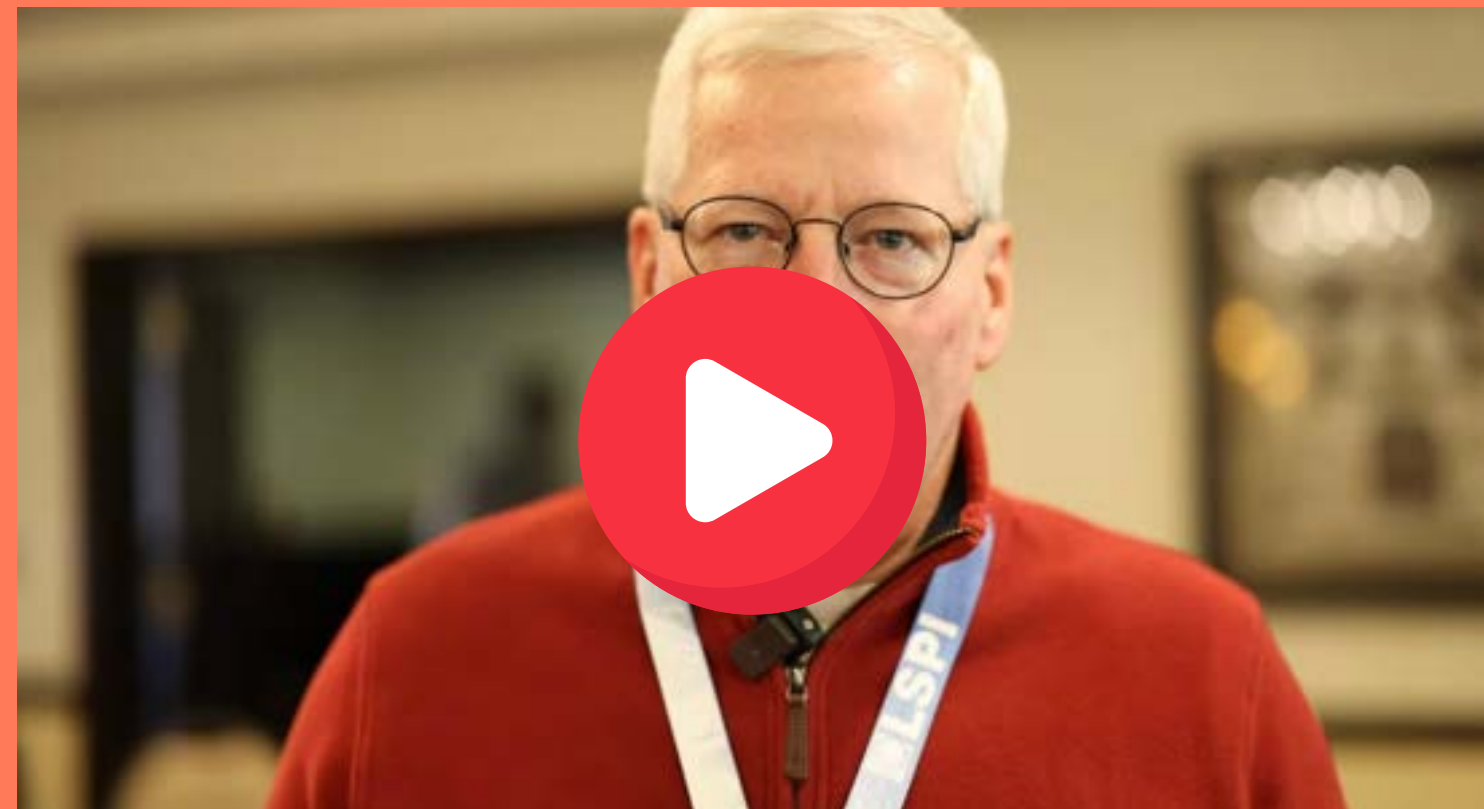
Having Chris Dyer deliver keynotes to our worldwide leadership team not once, but twice, speaks volumes about his exceptional ability. Our leaders consistently rate him as the top speaker, greatly appreciating the actionable advice, compelling stories, and the refreshing candor that he brings to every session. Chris's impact on our team is both profound and enduring. He is also the epitome of professionalism and is incredibly easy to work with.

-Frank Yeager, President & CEO at Eckert & Ziegler Isotope Products Inc

Chris spoke at one of our Leadership meetings. The team found his thoughts and ideas interesting, entertaining (cockroach meetings are a fascinating concept!) and of practical value. His talk had lasting impact by encouraging a more productivity-oriented approach to the meeting cadence in our team. Would gladly welcome Chris again to another event!

-LD. Hugo Malan, Ph.D. SVP & President – Kelly Services

AUDIENCE REACTIONS



CHRIS' COMMUNITY

SPEAKER | 3X BESTSELLING AUTHOR | LEADERSHIP & CULTURE EXPERT



34K+



36K+



18K+



50K+

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