

Your Team Doesn't Need Another Sales Methodology. They Need to Think.

Most sales keynotes teach a system. Chris Dyer teaches your team to think more strategically about every part of the sale, using what's already working, adapted to how they actually sell.

3X Bestselling Author | 300+ Keynotes in 20+ Countries | Former CEO of 5x Inc. 5000 Companies



INTUIT

BERKSHIRE
HATHAWAY INC.

Johnson & Johnson

5 THINKING SHIFTS YOUR TEAM WILL WALK AWAY WITH

- One-Size-Fits-One Selling
- The Ladder of Abstraction
- Credibility & Fluency
- Sense-Making for Complex Buyers
- Pricing & Closing Confidence

No system to buy. No certification to upsell. Just sharper thinking your team will actually use.

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.

Brian Lapidus Chief Revenue Officer, NCONTRACTS



The Case for Strategic Selling

The data is clear: your team doesn't need another system. They need sharper thinking.

THE FORGETTING PROBLEM

87% of sales training is forgotten within a month

Your sales team has been through the trainings. They have learned the methodologies. They have filled out the worksheets.

And within 30 days, almost all of it is gone. This is not a failure of effort. It is the Ebbinghaus Forgetting Curve, proven across 140 years of cognitive science. Information that is not immediately relevant and adaptable does not stick.

Source: Gartner Sales Research

THE METHODOLOGY GAP

76% of B2B buyers demand personalized attention

Source: Salesforce

77% will not buy without customized content

Source: MarketingProfs

But most sales methodologies teach the opposite: follow the script, work the process, hit the steps. One-size-fits-all in a world that demands one-size-fits-one.

WHAT TOP PERFORMERS ACTUALLY DO

McKinsey studied nearly 500 B2B companies. The answer was not better methodology compliance.

- **2.5x** higher gross margin for top quartile vs bottom quartile
- **3x** more productive when reps think strategically about each deal
- **30%** productivity boost when sellers adapt approach to customer needs

Rather than following rigid scripts, top performers create flexible conversation frameworks. They adapt their approach based on customer needs. They think strategically about each stage.

Source: McKinsey & Company Sales Productivity Research

THE BOTTOM LINE

Only 17% of companies report having an effective training program. Be one of them.

Source: Training Industry

What Leaders Are Saying

Sales executives and event planners on working with Chris

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.

Brian Lapidus ChiefRevenueOfficer, NContracts

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 he brings to every session.

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

Chris Dyer is not just a keynote speaker; he's a true partner and a catalyst for change. His keynote was one of the highest-rated sessions on our agenda. He delivered a powerful, inspiring message filled with real-world insights and practical takeaways our audience could act on immediately.

Heather Holst-Knudsen CEO, H2K Labs

I just witnessed the most incredible presentation by Chris Dyer. It was enlightening, energetic, and fun. As I return to my business, I'm walking away with what I consider to be the most helpful insights you could possibly get in just one hour. Absolutely loved it.

Ed Koller ManagingPartner, Koller Search Partners

His presentation went beyond mere motivation; it was a masterclass in strategy, filled with innovative ideas and sage wisdom that resonated deeply with our members.

Allison Maslan CEO, PinnacleGlobal Network



What Your Team Will Walk Away With

Specific, actionable outcomes your leadership can expect

Event planners need to justify their speaker choice. Here's exactly what you can promise your team:

1

Tailor Every Conversation to the Buyer

Your reps will stop using one-size-fits-all pitches. They will learn to read each buyer's situation and adapt their approach in real time.

2

Match the Conversation to the Audience

Using the Ladder of Abstraction, your team will know when to talk strategy with executives and when to get tactical with practitioners.

3

Build Credibility Faster

Specific techniques to establish trust and fluency early, so buyers see your reps as strategic partners, not just vendors.

4

Navigate Complex Buying Decisions

Sense-making frameworks help your team guide buyers through confusion, competing priorities, and internal politics without losing control.

5

Price with Confidence, Close Without Discounting

Your team will stop leading with discounts. They will learn how to hold margins by reframing value and handling price objections strategically.

THE DIFFERENCE

These are not tips to memorize. They are thinking frameworks your team will actually use because they adapt to how your reps already sell.

See Chris in Action

Watch before you book

HIGHLIGHT REEL



Scan to watch

The Best of Chris Dyer

A 3-minute highlight reel from sales kickoffs, leadership summits, and conferences.

KEYNOTE SAMPLES



Scan to watch

Strategic Selling in Action

Watch a complete keynote segment to see how Chris engages your audience.

ACTIVISION®

BLIZZARD

King

Fourth. vizient.

About Chris Dyer

CEO turned keynote speaker who knows what moves the pipeline



Chris Dyer is not a sales trainer who learned about business from books. He is a CEO who built and sold multiple companies, then turned those hard-won lessons into keynotes that actually move the needle.

THE CREDENTIALS

- **5x Inc. 5000 CEO**

Built and led companies recognized five times on the Inc. 5000 fastest-growing list

- **3x Bestselling Author**

Including 'The Power of Company Culture' and 'Remote Work'

- **300+ Keynotes**

Delivered in 20+countries to organizations from startups to Fortune 100

- **Inc. Magazine Recognition**

Named #1 Leadership Speaker on Culture

- **Global Client Roster**

NASA, BerkshireHathaway, Intuit, IKEA, Johnson & Johnson, and more

WHY THIS MATTERS FOR YOUR SALES TEAM

Chris has managed sales teams numbering in the thousands. He has been accountable for revenue, not just keynote applause. When he talks about what works in complex B2B sales, he is speaking from the experience of someone who had to make payroll based on those results.

FEATURED IN

Forbes

Inc.

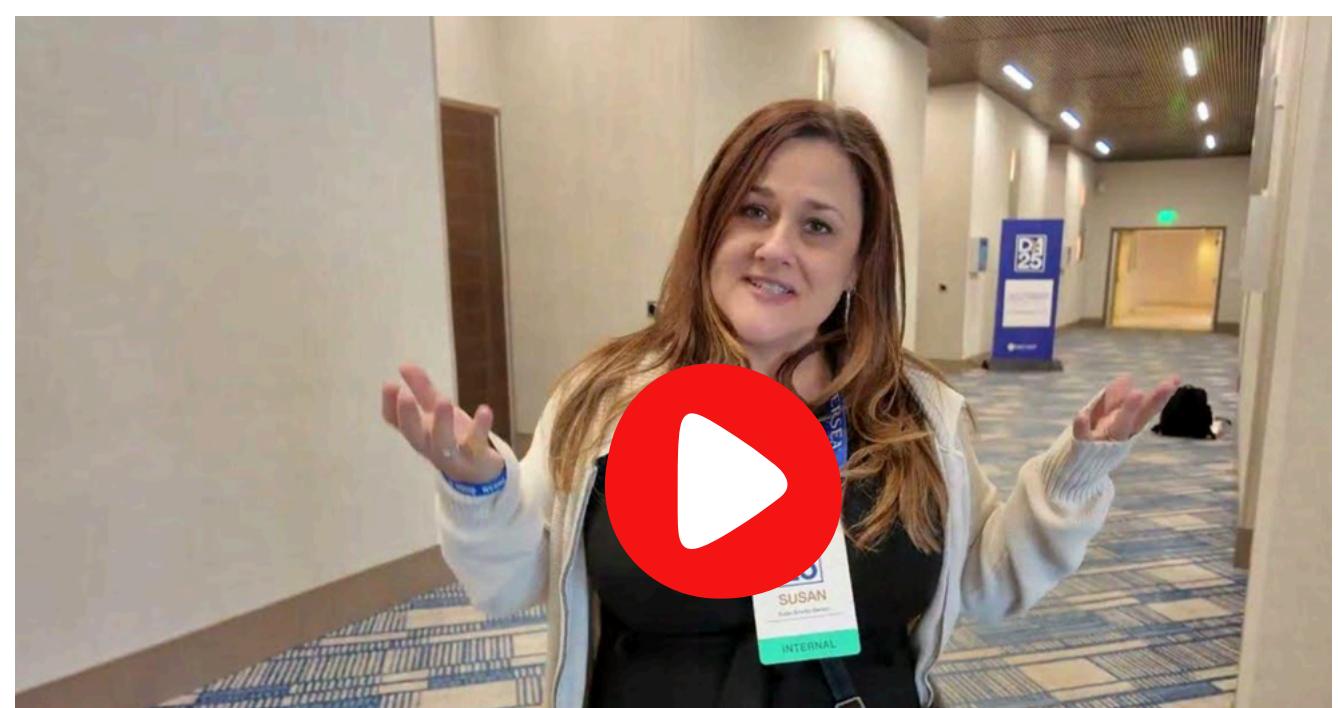
Fast Company

BBC

NBC

Hear from Attendees

Real reactions from real audiences



THESE ARE REAL PEOPLE

Not actors. Not scripted. Just genuine reactions from attendees who experienced Chris's keynote firsthand.

Ready to Sharpen Your Team's Thinking?

Let's talk about your next sales kickoff, conference, or leadership event.

EXCLUSIVE REPRESENTATION

Shannyn Downey

6 Degrees Speaker Management

shannyn@6degreesspeakers.com

(888) 584-4177



Scan to inquire

WHAT HAPPENS NEXT

1

Discovery Call

We'll discuss your event goals, audience, and what success looks like

2

Custom Proposal

Receive a tailored recommendation with pricing and logistics

3

Pre-Event Prep

Chris reviews your team's challenges to customize the keynote

No scripts. No systems to buy. Just sharper thinking.

chrisdyer.com