



**DAVE BROWN**

*CHANGING THE PRACTICE  
AND PERCEPTION OF  
SALES WORLDWIDE*



davebrownspeaker



davebrownservantselling



# MEET DAVE

DYNAMIC SPEAKER AND AUTHOR

Traveling from: Nashville, TN

As an executive, author, and thought leader, Dave brings a rich history of accolades and accomplishment to his work, having excelled in the trenches of sales, leadership, and life as a true competitor.

Dave's boundless enthusiasm for leadership and sales leaves his audiences excited to embrace their roles with passion. As the author of the Amazon Best Seller *Servant Selling*, he is a pioneer in teaching the principles of sales and leadership as a service who will show your audience how to get past their fears and truly serve their team members and customers.



## SPEAKER, BUSINESS COACH, AND TRAINER

At Southwestern Consulting, Dave continues to live what he speaks. He co-leads the highest producing organization within Southwestern Coaching, leading by example through making over 200,000 business-to-business cold calls himself in the last 20 years. His ideas empower salespeople everywhere with key principles to make selling more rewarding personally and financially.

Dave has led tens of thousands of one-on-one meetings and group presentations. He continues to hold the record for the most customers ever sold by an individual in a selling season for Southwestern Advantage out of more than 250,000 salespeople who have worked in the program.



## AUTHOR

Dave has had articles published in *Speaker Magazine*, *Sold Magazine*, and on several nationally recognized blogs. In his newest book, *Servant Selling*, he helps even more people learn how to get over themselves and genuinely serve their team members and customers.



## FOUNDING PARTNER

Dave Brown is a co-founder and Senior Partner at Southwestern Consulting, the world's leading coaching, training, and speaking company.



Learn more at [DaveBrownSWC.com](http://DaveBrownSWC.com)



# DYNAMIC SPEAKER

ON SALES PERFORMANCE & PROSPECTING

*“I wish I could bottle him up and take a shot of him every day. Wow!”*

More than just a motivational speaker, Dave’s programs couple mindset change with practical techniques that attendees can implement immediately to get measurable results.



### Accomplished

Dave’s vast knowledge allows him to tailor sales training programs to meet the needs of any organization.



### Astute

His ideas empower salespeople and professionals everywhere with key principles to make selling more rewarding emotionally and financially.



### Awe-Inspiring

Audiences will discover the psychology of persistence and how to overcome barriers, leaving them motivated to achieve.

## KEYNOTE PROGRAMS

### SERVANT SELLING

Many people perceive salespeople as manipulative or self-interested, but true sales professionals focus on serving others, which leads to better results; discover tools to make selling more rewarding, natural, and effective, enhancing team retention and sales outcomes.

### SERVANT LEADERSHIP

Leaders desire motivated, productive teams but often focus too much on results and inadvertently lowering morale and productivity; learn to prioritize serving your team, fostering a culture of growth, connection, and excellence.

### PAINLESS PROSPECTING

Most salespeople fail due to insufficient prospecting, with call reluctance causing significant losses; discover practical techniques to overcome fear, enhance confidence, and boost prospecting effectiveness, ultimately improving retention, revenue, and morale.

### THE ANSWER LIES BEHIND THE NEXT DOOR

Burnout, fatigue, and setbacks often hinder professionals from achieving greatness; learn the principles of persistence that help individuals overcome challenges, maintain motivation, and improve personal and organizational success.

A man with a beard, wearing a light-colored suit jacket over a dark vest and white shirt, is speaking on a stage. He is holding a small yellow object in his right hand. The background is dark with blurred lights.

# SERVANT SELLING

SALES - WHEN DONE RIGHT - IS SERVICE

## ABOUT SERVANT SELLING

When many people hear the word salesperson, they think of someone that is manipulative, pushy, or self-interested.

Some salespeople do have unhealthy and unhelpful selling practices. Those behaviors actually cause underperformance and foster peoples' negative perceptions of sales. Other salespeople are so afraid of coming across as manipulative, pushy, or self-interested that they are not confident, clear, or assertive when they need to be, which also leads to diminished sales results.

Being a true sales professional means not being interested in what is in it for you or overly concerned with what someone else thinks of you, but instead being completely focused on the service of others.

Sales—when done right—is service.

In this program your audience will:

- Identify their own perceptions of sales and how those beliefs affect their behaviors.
  - Understand the true meaning of sales.
  - Become focused on serving, which actually leads to increased results.
  - Learn tangible tools for how to sell differently, making selling more rewarding and productive.
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A man with a beard, wearing a dark suit, white shirt, and patterned tie, is speaking at a podium. He is gesturing with his hands as he speaks. The background is dark.

# SERVANT LEADERSHIP

## KEYNOTE DESCRIPTION

### ABOUT SERVANT LEADERSHIP

What leaders want is to have an organization of motivated, productive team members. However, most leaders have never been taught how to truly be servant leaders. Instead of understanding that their role is to serve the people in which they are entrusted and knowing how to lead by putting others first, most leaders are overly focused on driving results. Consequently, they unintentionally create cultures with low morale, high turnover, and decreased production.

As a Senior Partner and Vice President of Recruiting for the world's leading coaching, training, and speaking firm, Dave Brown knows how to develop servant leaders who can guide their teams to peak performance.

In this powerful and insightful program, you will learn how to:

- Help your people see their career as a mission rather than just a paycheck.
  - Create meaningful connection through vulnerability.
  - Cultivate a culture where people feel like they are growing personally and professionally.
  - Give your people significance by always having enough time.
  - Build a team that listens, supports, and challenges one another.
  - “Excel-orate” your team members, expanding their belief and performance.
  - Create a culture where excellence is its own record.
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# PAINLESS PROSPECTING

THE SIX REMEDIES  
FOR CALL RELUCTANCE

## ABOUT PAINLESS PROSPECTING

A study conducted by psychology researchers found that as many as 80% of salespeople who fail do so because of insufficient prospecting activity. Call reluctance is a serious problem that costs the average salesperson as many as fifteen potential new accounts each month to competitors. Also, call reluctance may not only be a paralyzing fear for an individual but can also contaminate the culture of an organization with low morale, resulting in distraction and loss of focus for an entire team.

In this program, Dave first breaks down the underlying psychological barriers to prospecting and then gives tangible techniques that are proven to help a salesperson overcome fear, improve their confidence, and increase the likelihood of success.

After hearing Dave's hilarious and relevant speech, your salespeople will learn how to:

- Free themselves of the feat of prospecting, creative avoidance, and call reluctance.
- Create credibility quickly, making prospecting easier and more effective.
- Remember the names and stories of prospects and clients forever and increase their closing percentages by using third-party selling.
- Have intense focus on their income producing activities.
- Be equipped with more than a dozen practical tools and techniques to increase their prospecting effectiveness.
- Create unstoppable positive momentum towards their goals in business and life.



# THE ANSWER'S BEHIND THE NEXT DOOR

EXPLORING THE POWER  
OF PERSONAL PERSISTENCE

## ABOUT THE ANSWER LIES BEHIND THE NEXT DOOR

Burnout, fatigue, setbacks, pressure, resistance. These are just a few of the natural forces that all professionals bump up against every single day in their path to achieve greatness. And far too many of them lose out to these discouraging dynamics because they simply haven't been educated on the principles that make personal persistence possible. This naturally hurts the performance of teams and companies through increased turnover, decreased job satisfaction, and lower productivity.

In this eye-opening program, Dave Brown, a record-breaking door-to-door salesman, shares the psychology that top performers understand and utilize to get themselves to push on in the face of any challenging situation or circumstance.

Both sales and non-sales audiences will enjoy this powerful presentation that will help them to:

- Free themselves from the pressure of perfection and to instead become pleasantly persistent in their pursuits.
  - Become more customer-centric, service-minded and others-focused.
  - Engaged in healthy competition rather than negative comparison.
  - Continue on in the midst of challenges and setbacks.
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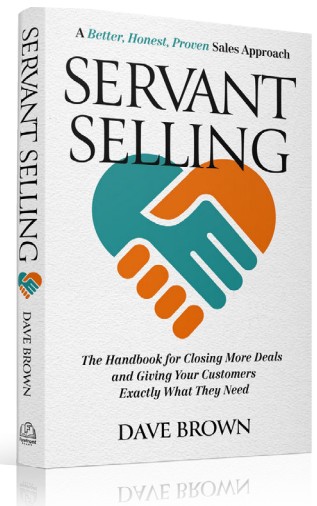
# ACCOMPLISHED AUTHOR

SERVANT SELLING



## The Handbook for Closing More Deals and Giving Your Customers Exactly What They Need

Are you ready to take your sales skills to new heights? Look no further than *Servant Selling*, the groundbreaking book that will revolutionize your approach to sales and propel you towards unmatched success. And here's the best part – by ordering today, you'll gain access to an array of exclusive content designed to supercharge your journey!



In *Servant Selling*, you'll learn:

- The power of persistence.
- How to engage with enthusiasm.
- The value of vision and how to find your “why.”
- The science of pre-approach.
- How to remember names.
- How to build rapport and identify needs quickly.
- Asking for the sale with confidence.
- Sure-fire closing techniques.
- Dealing with doubt.



### E-COURSE

Alongside your book, dive into a captivating e-course tailored specifically for “*Servant Selling*” readers. Packed with actionable strategies and in-depth insights, this course will empower you with practical skills to master the art of selling with integrity



Learn more at [ServantSelling.com](https://www.ServantSelling.com)





# GET IN TOUCH

CONTACT DAVE BROWN

If you're interested in booking Dave for your upcoming event, reach out to our team of dedicated speaker agents at [info@southwesternspeakers.com](mailto:info@southwesternspeakers.com) to check his availability.

**Contact Southwestern Speakers:**  
[info@southwesternspeakers.com](mailto:info@southwesternspeakers.com)

**You can also keep up with Dave on the following channels:**



**Dave Brown:** @davebrownspeaker



**Dave Brown:** [DaveBrownSWC.com](http://DaveBrownSWC.com)



**Servant Selling:** @davebrownservantselling



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