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JOHN PALUMBO



keynote speeches and workshops

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JohnPalumbo.com

speaking topics

JP ADDS TO THE OVERALL VALUE AND EXPERIENCE OF YOUR EVENT BY TAILORING HIS MESSAGE TO FIT YOUR AUDIENCE, YOUR THEME, AND YOUR OBJECTIVES. JUST ASK.

salesnosis

The Art of Hypnotic Persuasion

If you are a salesperson set in old, traditional ways of selling, this program may not be for you. However, for the hungry and open-minded, this full-day course offers a revolutionary approach proven to capture a prospect's attention, build lasting credibility, and achieve influence with their potential customers.

Improve your communication skills through purposeful storytelling and ditch high-pressure negotiation tactics for scientifically-proven, psychology-based methods of influence and persuasion in this unprecedented sales course.

SalesNosis doesn't just offer strategies and tips to memorize, it provides a new mindset that will radically redefine your sales success. Learn to trust your instincts and embrace a presentation that is less rehearsed, far more authentic, and profoundly effective.

sell the results

The Psychological Artistry of Selling in Reverse

Based on the material in John's research-based book by the same title, this program takes a deeper look into the customer's mindset to understand the emotional buying journey and clearly lays out the seven forces that drive human behavior and lead to sales.

Sell the Results was first presented to a packed room at the 2016 International Builders' Show, where it received . John was asked to present an encore of the program in 2018.

This timeless half-day course incorporates real-world closing techniques with the latest research on human psychology. Learn the science of influencing the customer's way of thinking and persuading them to spend their money with you and your company.

plan b

Mastering the Art of Creative Thinking

In this keynote session, John reveals why Plan B isn't just an alternative strategy used when Plan A doesn't work out the way you'd hoped, expected, or planned. Plan B is a state of mind and a way of life. The reality is, Plan B often works out for the best. Unlike Plan A,

it has the added advantage of hindsight. By forcing us to think on our feet, it awakens our creativity and allows us to turn a crisis into an opportunity.

Learn to become a Plan B thinker, prepare for the road less traveled, and embrace the unexpected in this entertaining and provoking program. Learn to take bigger risks, find better solutions, and navigate challenges in order to maximize positive results in all aspects of your life.

For additional speaking topics and/or to develop an original, totally customized session for your event, call 904-641-2043 or email PalumboJ@aol.com.

37 closing rules to live (or die) by

How to Use the Psychology of Persuasion and Influence to Close More Sales

This full-day workshop consists of 37 hard-hitting sales lessons for today's economy, each accompanied by an actionable strategy that agents can immediately implement for

rapid sales success. Ideal for sales professionals with little experience and top producers, each lesson will have attendees challenging their current strategies for communicating, closing, and overcoming objections.

To effectively persuade consumers, messages must be simple, appealing, unexpected, credible, and emotional. This workshop is full of selling solutions and powerful closing secrets that will take you to the next level of selling excellence.

the closing numbers

The Art and Science of Using Numbers to Sell More Homes

Numbers are an extremely powerful tool in the sales process, because they offer logical support for an emotional decision the customer wants to make. If presented and explained correctly, consumers will take the numbers you give them and actually close the deal for themselves. They'll walk away saying "we can't afford not to buy this place" instead of "It's just too expensive".

In this high-demand breakout session, John gives sales professionals a blueprint for turning one of the toughest conversations in sales into the most persuasive and profitable. Learn to provide your customers with the facts and figures they need to make sense of a large purchase, including the financial benefits of home ownership.

More often than not, emotion and logic are two human traits that are at odds with each other when shopping for a home. Through practical exercises and modern examples, John helps salespeople bridge that gap, allowing customers to make a great decision.

highly influential

Unleashing the True Power of Your Charisma

Your prior experience has gotten you where you are today. You are a great salesperson. You've read the books, attended the seminars, and strengthen your skills. It's time to get back to the traits – the gifts – you already have that got you where you are.

This breakout session ignores trends and the latest technology for proven principles of persuasion, influence, and human nature. You're already a great sales agent – and no "app" is to thank! Harness your abilities to empathize, communicate, and guide the buyer closer to their desired outcome. Give presentations that ring true without using exaggerated language or embellished promises. Be intriguing, hold the attention of others, and be more than just a great salesperson – be highly influential!

Sales Manager, ICI Homes

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OVERHEARD

In cities across
the world

My long-time respect for John Palumbo as a skilled sales trainer has been validated with *[SalesNosis]*. It made me think of things I'd never considered to make sales and be a trusted adviser."

Don Hutson, Co-author of the New York Times #1 Best-seller, *The One Minute Entrepreneur*

John Palumbo gets to the basics of not only how to close a deal, but how to better relate to clients, co-workers, and family. He motivates you to prosper in all areas of your life!

Sarah DeLazzer, REALTOR, Aronov Realty

I have been selling since 1993, and have never received so much information that can be used in the real world.

Lisa Ballard
The Bryan Company

John Palumbo is truly the grand master of sales and marketing. Such a great experience.

2018 International Builders' Show Attendee

I enjoyed the out-of-the-box thinking encouraged by John today. It stretched my mind and elevated my ability and confidence to connect with my buyers and sell more new homes.

Yolanda Black
New Home Sales Agent for Woodland Homes

A real eye opener... made me realize how much work my sales team needs.

Anthony Melia, Sales Manager,
Portrait Homes

John Palumbo is truly the grand master of sales and marketing.

2017 International Builders' Show Attendee

John Palumbo is one of the most talented people I have ever met. His sales training leaves peak performance in his wake.

Joel Lazar
Director of Sales & Marketing,
K. Hovnanian Homes

I was extremely impressed with John Palumbo's professionalism and methods for coaching my sales team to become even better. This was the first time in my history as a developer that a salesperson had come up to me and said, "Thank you." Not only did the sales team love attending John's seminar, but they have asked me to invite him to do an encore.

Gil Dezer
President of Trump International

John is a true professional with a wonderful and insightful sales message. His training and advising are an invaluable asset for our team.

Dallam Hart
Director of Sales,
Deltec Homes

John's seminar was the most informative and enjoyable that I have ever attended. It was full of valuable, useful information and the presentation was laced with humor. Truly enlightening and well worth my time.

Barbara Schilling
Associate Broker, Ingram and Associates

John was the absolute highlight of the day. Amazing! I want MORE training from him.

New Homes Sales Agent,
ICI Homes

I loved every minute of it!

2016 Southeast Building Conference Attendee

There is not a person in this world born with 100% Sales Mastery. John has captured the secret code to achieve it, teach it, manage it, and coach it. His training is a must.

Bonnie Alfriend, Author,
Secrets of the Superstars

John Palumbo is a master in the art and science of influence and persuasion. I have had the privilege of learning from Mr. Palumbo live as well as through his books, and his training benefits me every day, both personally and professionally.

Quint Lears, NAHB's 2012 National Sales Person of the Year

John is awesome. One of the best in the industry.

2017 International Builders' Show Attendee

Very informative and inspirational. New game changers to tweak my sales presentation to reach more buyers, connect with more buyers, and let them lead to the close – with both emotion and logic.

Michelle Trapp Llanos
Sales Manager, ICI Homes

Extremely entertaining, useful, and informative.

Aurin Disla
Sales Associate, Marketing Directors

author

OF NINE BOOKS, INCLUDING:



CLIENTS INCLUDE:



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MEET JOHN PALUMBO



John is an international speaker, author, and expert in the science of influence and persuasion. He has been invited to lecture around the world, including Ukraine, Mexico, Poland, Canada, and Jamaica, on the psychology of human nature, John is a member of the National Speakers Association® and brings humor and animation to the platform to help others exceed their performance goals. He was recently awarded the Certified Speaking Professional (CSP™) designation, the highest designation conferred by the National Speakers Association®. He is also recipient of the National Sales and Marketing Council's prestigious 2018 William "Bill" Molster Lifetime Achievement Award for Excellence in Sales and Marketing.

John has been instrumental in restructuring the Sales DNA of thousands of individuals from small, family run companies to large-scale developers such as Trump Grande International. He has the ability to take sales professionals and organizations to new dimensions of performance excellence. Known as the industry's Closing Master, John has more than three decades of experience and has personally closed over one billion dollars in real estate sales.

John is recipient of The National Association of Home Builders' Sales Manager of the Year Award and the prestigious Million Dollar Circle Lifetime Award. He is a prominent member of the Institute of Residential Marketing and has been an instructor for the institute for more than 20 years.

John is invited repeatedly as a guest speaker at conferences and national conventions, including The International Builders' Show, Southeast Building Conference, and the Midwest Builders' Conference, just to name a few. His programs and sessions continuously receive rave reviews for being cutting-edge, entertaining, and most importantly, for delivering results.

John has been published and interviewed by numerous publications, including The Wall Street Journal. He is author of nine books on the psychology of influence and persuasion, including his best-seller, *SalesNosis: The Art of Hypnotic Persuasion*.

A handwritten signature in black ink, consisting of the letters 'JP' in a stylized, cursive font.



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