

**BOOK A DISCOVERY CALL CONTACT:**

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Almost every “Professional Speaker” on the planet claims they’re number one in whatever topics they speak on. It’s not how many books you’ve written that matters, but rather what best practices you can transfer to the audience, based on a proven track record.

This is where Brian Parsley isn’t your ordinary presenter. He began his career selling door to door over 30 years ago. Since then he’s been a serial entrepreneur, building three highly successful organizations and selling two over the past two decades.



Of course, we could bore you with his numerous accolades and awards, but those will not impact your upcoming event.

Brian takes a holistic approach with each talk, spending time with both stakeholders and attendees prior to each event. This creates a relatable, bespoke program that doesn’t just entertain, but delivers strategies your delegates will take away and use as soon as they walk out the door.

He teaches behavioral science around why people do what they do and how to manipulate challenging scenarios with good intent. His messages are powerful, but filled with humor and stories so they resonate and can be recalled.

He is a Founding Principal of the global organization The Constance Group based in Charlotte, North Carolina.

*“I’ve been most impressed with how your guidance has made a huge difference. Our sales grew 35% YOY and our profitability was up an impressive 75% YOY, and you were no small part of that growth.” Scott Sunday - VP Purchasing and Sales, Idaho Pacific Lumber*

*“We have used Brian over the years and he never disappoints. His witty humor and real-world experiences are refreshing in a world full of “know it all” speakers.” Dave Schroeder – Vice President of Quicken Loans Mortgage*

*“Brian is someone I’ve trusted to speak at my conferences for the past two decades. He’s entertaining, but at the same time you walk away with new concepts that are turned into business success. That’s the investment return any CEO looks for in a speaker.” Chris Cicchinelli – CEO of Pure Romance*

*“I find it difficult to listen to boring speakers, I am very competitive and want to learn best practices from others that share that same trait. Brian is one person that I never get tired of hearing speak, he’s had a huge impact on me to get better at what I do, win races.” Juan Pablo Montoya – Driver, Two time Indy 500 winner*

**DEMO:** [▶ https://youtu.be/MbXKAjMva2c](https://youtu.be/MbXKAjMva2c)

**TESTIMONIALS:** [▶ https://youtube.com/playlist?list=PL9iEkQhTBLkqE9f9vOk\\_1TDnZboT\\_O2QB](https://youtube.com/playlist?list=PL9iEkQhTBLkqE9f9vOk_1TDnZboT_O2QB)

**A WORD FROM BRIAN:** [▶ https://youtu.be/MocuZv\\_oePA](https://youtu.be/MocuZv_oePA)

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# Speaking Topics:



## Mastering Authentic Communication

Imagine if you could build more meaningful relationships personally and professionally. This program leverages a modeling approach that allows you to deal with life's opportunities and challenges. This seminar blends both personal and professional perspectives to maximize outcomes.

You'll uncover practical and actionable strategies that'll deliver results into the real world now.

Brian's program has been described as the study of what works to build rapport and significantly improve the results you achieve, by helping your team improve their ability to understand how others think and master their own communication.



## Leadership Strategies and Culture Shifts that Scale Profitability

No one wants to work for a horrible Leader. Unfortunately, most bad Leaders don't even know they are one.

There are two major challenges in most organizations. No defined culture or benchmarking for the perfect person for roles. So, you either hire for skills and fire for attitude, or people quit and still show up for work.

Both impact your bottom line negatively. Brian teaches a multi-science methodology to show you how to get your people motivated to do the right things. These are proven tactics to engage, empower and persuade others to accomplish more with excitement versus malicious obedience.

If you want to win in today's ever changing marketplace you must stand out. It doesn't matter if you're first to market anymore, because chances are, in a few months your product or service could be obsolete.

They will walk away with a deeper understanding of how behaviors drive actions within the organization. This talk is customized based on your culture and critical business outcomes.



## Selling Is For Losers

When was the last time most sales professionals audited why they didn't close the sale? Here's a hint: It's rarely the price or competition.

Most people overcomplicate the selling process. Albert Einstein said, "The definition of genius is taking the complex and making it simple."

Imagine if you could close a sale in five questions.

1. What is your pain/need/problem?
2. What criteria are you going to use to choose your provider?
3. What is your definition of those criteria?
4. Why are those criteria so important to you?
5. If I can provide a solution that satisfies those criteria better than anyone else, will I be your provider?

There are many skills and techniques used to get answers to those questions. However, if you can get the true answers, you will win.

This custom program will look at your current messaging and sales strategy. We will work with your subject matter experts to align our proven methodology to share real life scenarios they can apply the moment they walk out the door.

Anything less than a process this effective, would under-serve your goal to be the authority in your vertical.

**Looking for a more specific topic?** Brian can create a bespoke keynote presentation for your event, based on your needs. His expertise is broad and is rooted in sales, leadership, relationship management, mindset, customer loyalty, service excellence, communication, message engineering, human driving forces and behavioral science