

Keynote Speeches Simon Hazeldine



Keynote Speeches

Simon's #1 goal is to help you to achieve your meeting or conference goals. Every speech is tailored to meet your specific needs. Simon is professional and easy to work with.

Simon has been a keynote and conference speaker for over 20 years and has spoken to tens of thousands of people in over thirty countries around the world. You can feel confident that your conference or event stage is in safe hands!

Simon will give your people a wake-up call they will never forget! His speeches contain powerful and practical ideas that your people can take away and use. He will help them to achieve better results and deliver a step change in their performance. They will have an enjoyable, informative, and inspiring experience.

Are you tired of so called "motivational" speakers who spout out the same old, tired, and almost identical content? Too many speakers deliver rehashed second-hand stories and inaccurate content about what it takes to succeed. Simon Hazeldine is different. Simon tells it how it really is. Everything Simon speaks about is based on in-depth research and is tried and tested and proven.

He blends his 35 years of commercial experience with a deep understanding of the psychology of performance, the psychology of persuasion, and applied neuroscience.



How to Raise Your Sales Game!

The secrets of the top sales performers revealed!

At Last! Discover the truth about how you can perform at higher levels and achieve greater success than you ever have before!

Are you getting tired of so-called motivational speakers who spout out the same old, tired, and almost identical content?

Are you getting a bit bored of being told:

“Think positively and everything will be OK”

“Just believe in yourself and you can get what you want”

“Set goals and you’ll be successful”

If you are, then get ready for something different – **very different!**

To receive his master’s degree in the psychology of performance Simon Hazeldine conducted extensive research and in-depth interviews with exceptional performers (including Special Forces soldiers, Olympic athletes and self-made billionaires) in order to define their unique mind-set.

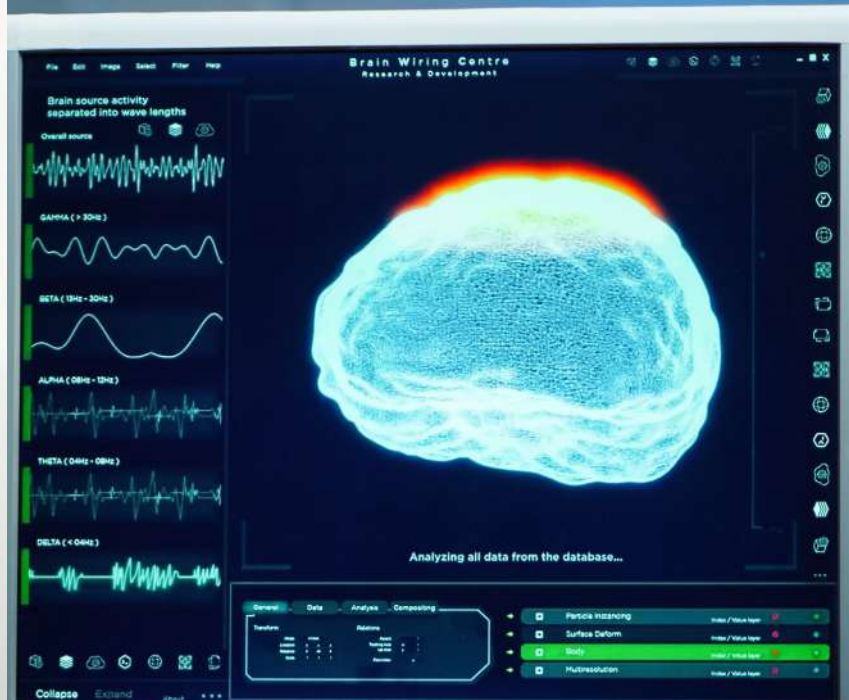
As a result, Simon Hazeldine is uniquely qualified (unlike most motivational speakers) to expose the real truth about what it takes to succeed at exceptional levels.

Here are just some of the powerful secrets Simon exposes:

- Find out why Roger Bannister did not break the four-minute mile barrier
- Discover why having a positive attitude is not as important as you have been led to believe
- Find out the truth about goal setting – far too many motivational speakers are ignorant of the real facts and seem content to trot out the same old scientifically inaccurate nonsense!
- Discover what people who eat in McDonalds can teach you about success
- All high achievers possess five distinct thinking habits – do you want to know what they are?
- Discover the three secrets of the billionaire brain – find out why billionaires don’t set goals



**Simon Hazeldine’s
“How to Raise Your Game!”
keynote speech
will give you a wake-up call
that you will never forget!**



How Neuroscience Can Power Your Sales Success Getting Inside the Brain In Your Customer's Head

If you want to succeed in sales, then you need something that gives you the edge

Simon Hazeldine's unique "brain friendly selling" process uses cutting edge insights from neuroscience research about how customer's minds really work to provide an effective selling system that will catapult you ahead of your competition!

Here's just some of what you will learn:

- How the brain functions when it makes buying decisions and how to use this to gain the selling advantage
- How to structure your sales message to appeal to the three parts of the human brain vital to getting a "yes"
- Why you must get the customer's "gremlin brain" to go to sleep and how to do it
- How to get the advantage using adaptive selling strategies that make you and your sales presentations memorable and highly effective
- How to deliver a "brain friendly" selling message
- The sales behaviours that the brain dislikes that will lose you the sale
- Why you must have (at least) four very different sales presentations if you want to succeed
- How to make yourself memorable so you get invited back

Discover what is really going on inside your customer's head by reading the body language signals generated from the part of the brain that cannot lie!

The Art Of Selling Without Selling

Subtle strategies for engaging with customers authentically and persuasively

Sales are the vital lifeblood of any business. No sales no business.

However, selling is something that a lot of people find challenging and are anxious about. Nobody wants to be pushy right? Nobody wants to feel like some stereotypical slimy sales rep.

Well, you can relax. Simon Hazeldine will show you how to be highly effective at selling in an ethical way that you are going to feel 100% comfortable and 100% confident about.

Here's just some of what you will learn:

- The missing key that you can use to unlock your ability to sell yourself, your products, and services with ease
- The three reasons people buy anything and how to tap into them
- How to structure sales proposals that will win people's hearts and minds and win you the business!
- Three ways to build trust and the one very common behaviour that can destroy it
- How to incorporate the power of storytelling
- The number one mistake most people make when trying to persuade people
- How to nurture relationships that breed loyalty and advocacy.





The Secrets Of Sales Psychology

How to use the psychology of persuasion to powerfully influence people

Join Simon Hazeldine on a journey into the intricate world of human behaviour and decision-making. By understanding the psychological principles that underpin persuasion you can elevate your sales game to new heights. So, buckle up as we unlock the secrets of sales psychology and unleash your potential to influence and inspire!

Here's just some of what you will learn:

- The number 1 thing you need to persuade effectively. It's not a technique or tactic or strategy. It's something entirely different.
- How to position yourself as a figure of authority and credibility
- How to become a "sales chameleon" and win people over
- The 3 things you must do right at the start of any customer conversation if you want to succeed
- The 3 driving human needs behind every customer decision
- The 2 factors that motivate people to take action and how to use them
- The psychology of decision making
- Crafting offers that appeal to both logic and emotion
- How to create urgency without being pushy
- The psychology and neuroscience of using selling stories

High Performance Sales Leadership

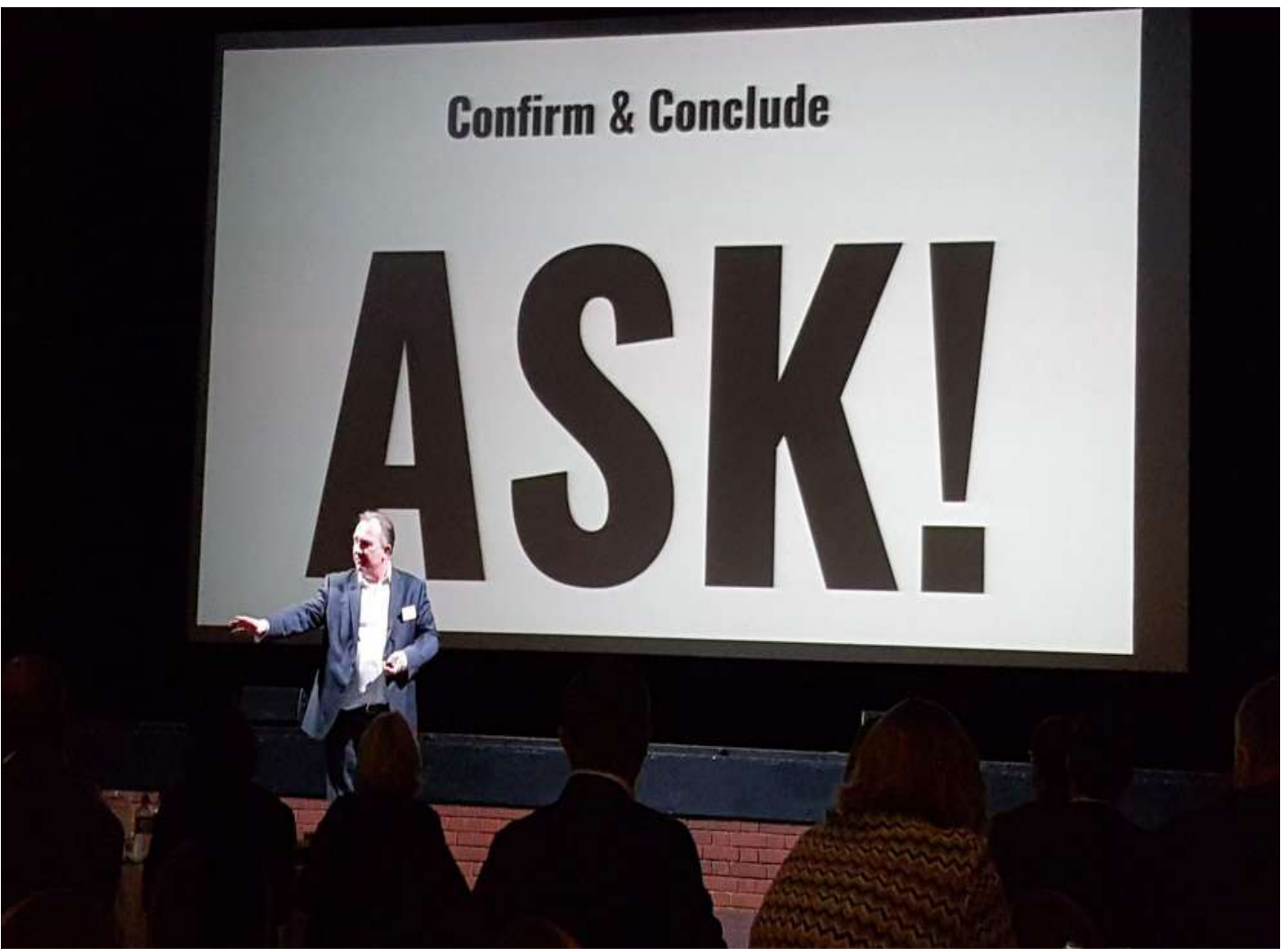
The role of the sales leader in creating a high-performance organisation

Simon Hazeldine's 'High Performance Sales Leadership' keynote speech is impactful and provocative. It challenges and motivates sales leaders to focus on the single most important responsibility of a leader.

In today's increasingly harsh business environment Simon's speech provides an essential and highly practical 'crash course' in maximising organisational performance.

Some of the powerful concepts covered include:

- What leadership is really about...
- The 5 questions everyone in your organisation must be able to answer but probably can't...
- 5 vital keys to maximising performance and improving business results.
- How leaders can create a high-performance environment that brings out the very best in their people.
- Discover the 3 leadership actions that 90% of people's behaviour at work is determined by





Value Based Selling

How to charge higher prices and protect your profit margin

With prices and margin under continual pressure the ability to effectively communicate the value of your products and services to protect and grow your profit margin has never been more critical.

Simon Hazeldine will navigate the landscape of value-based selling, empowering you to unlock untapped revenue potential while fortifying your bottom line.

Here's just some of what you will learn:

- How customer behaviour has changed and what changes you need to make as a result
- How to use the "Value Equation" to maximise customer's perception of your value
- How to differentiate yourself against your competition
- The key principles of value selling
- Three ways to sell value in the sales cycle
- How to create a compelling value proposition
- How to manage price and discount negotiations

How To Close More Sales With The Power of Story-Selling

How to implant thoughts, emotions and ideas into your customer's brains using powerful selling stories

One of the most powerful and compelling forms of communication throughout human history has been the story. Now neuroscience has allowed us to understand exactly why stories are so powerful, and most importantly how sales professionals can use them to inform, educate and influence our customer's brains.

Simon Hazeldine will delve into the compelling art of weaving selling stories that captivate and persuade and uncover the immense influence storytelling can have in the sales process.

Here's just some of what you will learn:

- Why selling stories are more effective than sales presentations
- The neuroscience of storytelling
- The powerful psychological principle that powers customer stories and makes people buy
- How to structure compelling selling stories that get results
- The three characteristics of a powerful sales story
- The different selling stories you need to be able to sell





Bare Knuckle Selling

Knockout sales tactics they don't teach you at business school

In his provocative and hard-hitting keynote speech Simon Hazeldine will challenge his audience to become true leaders in their field by taking the gloves off and going bare knuckle with their competitors.

Here is just some of what you will learn:

- The 3 rules of successful selling - get these wrong and you will fail
- The 2 psychological factors that you can use to make people buy
- Discover the secret question that will stop you from annoying your customers and losing their business
- 3 hypnotic selling techniques to weave into any selling situation
- How to overcome your customer's concerns with the 3F method
- How to deal with price objections so that you can make more money
- Finally revealed!
The "Master Closing Method of the World's Greatest Salespeople"
- use it and join the selling elite
- The 2A secret to stopping your competition from stealing your customers and clients

Bare Knuckle Negotiating

In business you don't get what you deserve you get what you negotiate!

"Simon Hazeldine's 'Bare Knuckle Negotiating' contains powerful, practical and solid advice."

Duncan Bannatyne Former 'Dragon' from BBC Television's "Dragons' Den"

In this dynamic and hard-hitting keynote speech Simon Hazeldine will take you on an action packed journey through the negotiation process and along the way you will discover:

- Why salespeople don't make good negotiators
- An effective five step negotiating process
- The 2 main negotiating styles and when to use them
- How to deal with Power Ploys
- Why the real work only starts after the negotiation has finished
- How to guard yourself against sneaky negotiating tricks and dirty tactics
- How to give a little and gain a lot!
- When to negotiate and when not to negotiate- get this wrong and it can get very expensive!
- The magic negotiation formula that guarantees you a great deal
- How to motivate the other party to deliver their end of the bargain
- Why you should never 'meet me halfway'





Sales Machine

How to fine tune your revenue engine for maximum productivity, performance and results

In this powerful and practical speech Simon Hazeldine explains the powerful principles that you can use to maximise your sales team's productivity and performance so that revenue growth is achieved.

Some of the powerful principles you will be exposed to include:

- The powerful performance rituals that you must embed in your organisation
- How to develop your high-performance sales blueprint
- The number one reason for deal failure and how to avoid it
- The 3 questions you must continually be asking about your sales pipeline
- How to improve sales force productivity
- The 5 critical focus areas that make things happen
- How to provide rapid sales coaching



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