KEYNOTE SPEAKER · SALES KICKOFFS · LEADERSHIP SUMMITS

Tara Shuler

The keynote your audience actually practices.

Most keynotes end at the applause, and by Monday the room is back to pitching, folding on the pushback, and dodging the hard conversation. Tara puts your room through the reps, and they leave able to control the next conversation they walk into.

START WITH THE ROOM

THE SALES ROOM

Questions Close Deals: The Conversation Control System

How question-based thinking replaces scripts, pressure, and awkward pitches. The room leaves with a question-first opening they can run on Monday's first call.

THE MIXED ROOM

Stop Pitching. Start Guiding.

For the room where not everyone carries a quota. Sales, service, operations and leadership all leave with the same language.

THE HANDS-ON ROOM

The Keynote Workshop

The talk becomes a game. Volunteers on stage, squads in the seats, objections on the big screen, five rounds and one live scoreboard.

FIVE MORE TALKS

- **The Thermostat Effect:** leaders who set the climate of a room
- **Parenting A Parent:** the conversations of the role reversal
- **Exit Strategy:** the conversation that makes walking away possible
- **The Answer Is No...For Now:** objections, stalls and silence
- **The Fifth Conversation:** follow-up for the deals that went quiet

WHAT CHANGES BY MONDAY

- Reps open with a question instead of a pitch.
- The team hears what the pushback really is, and asks the question that surfaces it.
- Managers lower the temperature of a tense meeting on purpose.
- The conversation everybody was avoiding gets opened and handled.

WHY TARA

- Closed more than **$50 million** in her own deals
- Author of a **seven-book** conversation system
- Former **Level 9 gymnast** and coach. She trains rooms the way athletes train.
- Has used the system through a seven-year caregiving role reversal and out of a dangerous marriage

FROM THE ROOM

"You brought a lot of energy and you really opened up my mind to how I attack conversations."

Jon Heid, Corban OneSource

"Tara took me from a consistent 19% closing rate all the way to high 20s to low 40s some months."

Jordan Price, Trustpilot

HEAR HER FIRST

- Business of Story
- PhotoBizX
- Caregiver Companion
- Youth Sports Parenting Tribe

LOGISTICS

- **Workshop formats:** keynote 45 to 60 minutes, breakout 60 to 90 minutes, half-day intensive
- **Every talk** customized after a 20-minute call
- **AV for the workshop:** screen and projector, handheld mic, open space at the front of the stage
- **Add-on:** the book for every seat, at volume pricing
- **Travel:** based in St. Petersburg, Florida, and flies anywhere

What do you want your room able to do by Monday?

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