



# MARCUS SHERIDAN

Powerfully engaging, obsessive about takeaways, and the most engaging speaker you will ever see

[Click for Speaker Website](#)

[Click for Speaker Reel](#)

**All of Marcus's programs are customized and personalized for each audience, and can be delivered in-person or virtually for your next event.**

Marcus is a highly sought-after international keynote speaker known for his unique ability to excite, engage and motivate audiences. In 2017 *Forbes* named Marcus one of 20 “Speakers You Don’t Want to Miss.” He has been dubbed a “Web Marketing Guru” by the *New York Times* and featured in *Inc.*, *The Globe and Mail*, *Forbes*, and more. As an owner of IMPACT, Marcus has established one of the most successful digital sales and marketing agencies in the country.

Within his speaking company, Marcus Sheridan International, Inc., he gives over 70 global keynotes annually where he inspires audiences in the areas of sales, marketing, leadership, and communication. *Mashable* rated his book, *They Ask, You Answer*, the “#1 Marketing Book” to read, and *Forbes* listed it as one of “11 Marketing Books Every CMO Should Read.”



**MICHELLE JOYCE**

— SPEAKERS —

## The Digital Customer

### *How Today's Buyer Has Changed and What Your Business Must Do About it*

More than any other time in the last 100 years, customers today have made a dramatic shift in the way they make purchasing decisions. Unfortunately, many companies haven't adapted to this shift and are not prepared for the continual evolution of this "new digital customer."

In this program, filled with real-world takeaways, Marcus Sheridan brings clarity to the ways buyers have changed, and provides actionable steps on what companies must do to align themselves with this shift in purchasing patterns.

In this program, attendees will:

- Learn the shift that has occurred with today's buyer [and what that means for sales and marketing departments going forward]
- Discover which specific content and messaging close sales faster and get results
- Find out how video and visual learning is impacting the buying process and what organizations must do to be seen as a "media" company
- Understand how to leverage technologies in the Digital Age

### ***Ideal Audiences:***

Business Leaders

Marketing Teams

Sales Teams

"You absolutely knocked it out of the park,  
and were the talk of the event!"

~MICHAEL HOPFINGER, DIRECTOR, CISCO

### **For booking information:**

Michelle Joyce

Michelle@MichelleJoyce.com

704-965-2339

## Virtual Sales Mastery

### *How Sales Teams Can Survive and Thrive in a Virtual Selling World*

The world is different now for everyone. As a result, the same selling techniques that worked before the global pandemic aren't effective anymore.

Unfortunately, most sales teams haven't had time to effectively adjust to the new virtual demands of buyers. They're struggling with the technology. They're struggling with video. They're struggling to get noticed. And they're struggling to make the buying process still feel human, personalized, and build trust.

Keynote speaker and author Marcus Sheridan has been teaching successful virtual sales and marketing methods for years.

In this session, attendees will:

- Understand how to create a world-class virtual sales experience, specifically over video, for any product or service
- Master the best practices of setting up and delivering an online, one-to-one video, sales presentation
- Discover more effective ways of prospecting through innovative digital strategies

### ***Ideal Audiences:***

Sales Leaders

Sales Teams

“Marcus Sheridan speaks with unrivaled passion and authority. He has a masterful understanding of the challenges and opportunities for businesses in the digital age. His presentations are motivating and insightful, and he leaves audiences with clear, actionable takeaways to improve their businesses.

A world-class thought leader!”

~ZACH PHILLIPS, DIRECTOR OF  
PROFESSIONAL DEVELOPMENT, NAMM

### **For booking information:**

Michelle Joyce

Michelle@MichelleJoyce.com

704-965-2339

## The Trusted Brand

### *How Your Organization Can Become the Trusted Voice in a Noisy, Busy World*

The Information Age is in full swing, and winning buyer trust has never been more critical. The reality is that brands can no longer expect traditional methods of marketing and sales to win customer interest and build loyalty.

One of the essential keys to gaining the trust of today's digital consumer is by becoming their go-to source for helpful, useful information. Businesses and brands that focus more on teaching and helping [than on selling] will ultimately win customer trust, gain an incredible amount of market share, and generate more revenue in the process.

In this program, attendees will:

- Discover how buying habits have changed and why name recognition is no longer enough
- Learn how transparent and honest content will move consumers to notice new brands – and switch to them
- Find out exactly what must be done to become the voice of trust in your space

#### ***Ideal Audiences:***

Business Leaders

Marketing Teams

Brand Teams

“Our customers raved about the content Marcus delivered at our event! I was impressed how effective Marcus was at engaging the audience. Most importantly, I got feedback from customers shortly after the event on how they are making changes in their business because of what Marcus said. He made such a big impression on our team!”

~GREG VANDEWALKER SR., VICE PRESIDENT,  
GREATAMERICA FINANCIAL

#### **For booking information:**

Michelle Joyce

Michelle@MichelleJoyce.com

704-965-2339