MINDSET GO
SHIFTING MINDSETS · EST. 2014

Sales Keynotes & Speaking Engagements

MOTIVATE, INSPIRE, AND ENGAGE TEAMS
TO DRIVE PERFORMANCE



Speaking Topics

Mark and Allan's keynotes are an effective way to jump-start positive change. They inspire sales leaders and teams to realize their potential and drive for more.

Add Value, Differentiate, Repeat

"The" Sales Advantage

Today's buyers are looking for expertise, insights, and why they should choose you. Discover how top performers break through the noise by adding undeniable value at every stage of the sales process, from first contact to close. Learn how to position yourself as a trusted advisor who demonstrates measurable outcomes that justify your client's investment. Be competitive about asking better questions, listening deeper, and problem-solving faster than anyone else in the room. This isn't just a motivational speaking engagement, it's a blueprint that can be replicated time and time again.

Adapt and Excel

How to Stay Ahead of the Curve

There's no single formula for sales success, but there is one defining trait: adaptability. From erratic market conditions to complex decision-making processes, sales teams face constant pressure to take the easy route and end up settling. The best salespeople don't just survive uncertainty, they thrive in it. They discover how to read situations accurately, overcome objections, and refine their approach in real-time to adapt to shifting demands. Teams will enhance their ability to pivot with precision, lead with empathy, and anticipate trends to turn obstacles into opportunities to flourish in any environment. All will walk away with the success template to turn uncertainty into momentum and close deals others can't.



Master Self-Motivation

Shaping a Breakthrough Mindset

Sales is for those who dare, those who rewrite the rules and raise the bar. Individuals who are willing to build consistent habits that align with their most important goals and recognize distractions that threaten to pull them off course. During this keynote, team members will master the essential elements that separate average performers from the unstoppable. Accountability as a no-excuses foundation for consistent execution, no matter what. A bulletproof mindset to transform rejection into fuel and growth opportunities. Innate curiosity that uncovers hidden opportunities others miss. Leave feeling motivated to apply what you learned.





Order Makers vs. Order Takers

Building Partnerships

There are two types of salespeople: order takers who wait for customers to tell them what they want, and order makers who uncover what customers actually need. Order makers take a consultative approach, digging deeper and asking probing questions to diagnose underlying challenges and shape solutions where customers only saw problems before. This keynote reveals how to shift sales professionals from a reactive, transactional approach to a proactive, consultative, and value-driven mindset. Position your team to be strategic partners who drive business outcomes. Team members walk away knowing how to be indispensable and confident to build the kind of long-term relationships that generate repeat business and referrals. Transform one-time buyers into lifelong advocates.

1,000+
EVENTS

25,000+
ATTENDEES INSPIRED

500+
TESTIMONIALS

Our Facilitators and Speakers



Mark Altman

Founder, Speaker,
Inc. 5000 Executive

A dynamic executive and sales strategist with over two decades of experience, Mark Altman is recognized as an Inc. 5000 entrepreneur. He hosts the highly acclaimed *iCommunicate* podcast and coaches and consults Fortune 500 sales executives for some of the world's most renowned brands. His speaking engagements and inspirational seminars paint pictures, tell compelling stories, frame experiences, and shape perspectives. Mark is regarded as a visionary who blends mindset reframing, influential communication, and emotional agility to build trust, uncover needs, and increase sales performance.



Allan Langer

Trainer, Speaker,
Best-Selling Author

Allan Langer is an award-winning author, sales trainer, keynote speaker, and podcast host who has close to three decades of experience in the world of sales, content marketing, consumer influence, and what he calls the "art of inherent human behavior." His book, *The 7 Secrets to Selling More by Selling Less*, is a national award-winning best-seller on Amazon, and he has been featured and interviewed on over 100 podcasts and radio shows. He helps businesses of all sizes, as well as individual professionals, increase their sales significantly by training his proven 7 Secrets sales approach.



"Everyone on our sales team was engaged and loved the fact that Mark's session was interactive. The results were immediate, our prospecting efforts started yielding better response, and we began closing more deals by being a resource for our clients."

Anthony Ragucci
VP of Sales at City Cruises US at City Experiences

CONTACT US

SCAN ME