

**KEYNOTE TOPIC**

**SELLING IS A SPORT –  
A CONTACT  
SPORT & A  
TEAM SPORT**



**THIS KEYNOTE WILL:**

- Provide the tools for professionals to apply the 'F' and 'C' words of High Performance & Corporate Athletes (Focus & Consistency).
- Demonstrate practical tools to help better engage, align, and influence key stakeholders and clients.
- Illustrate the importance of focusing on the process and not the scoreboard, and tips on how to do this.
- Introduce tools used by elite athletes to help professionals turn up with intent and compete with purpose.

**Dan Pink reminds us that we are all in Sales, and in sales, like sport, no one wins alone. Every deal, every play, and every conversation counts - and your team's mindset makes the difference.**

Buyers are better informed & harder to engage. Competitors are hungrier, while targets keep rising. 'Selling is a Sport- A Contact Sport and a Team Sport' equips your people with the mindset to turn up to win & the skillset and toolset to execute under pressure.

Thinking, walking, & talking like Corporate Athletes gives teams the energy and insights to achieve and sustain high performance.

Audiences will feel like they're on the sidelines of the world's biggest games as Ezio shares stories from the last decade working with elite athletes & coaches from the English Premier League, the Matildas & UCI cycling. Drawing on his experience leading & coaching global sales teams on strategic sales, Ezio introduces practical, proven tools to help your team get Matchfit.

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**High energy,  
insightful & hilarious!**



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**Our people have been  
talking about it for days!**



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