

Deon Basson

Founder of reCInate | Chairman of Spatialedge

Keynote Speaker | Sales Strategist | Extreme Endurance Athlete

 [LinkedIn Profile](#)

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Keynote: The Munga Mindset

True Selling Happens off “The Beaten Track”

Selling begins where the process ends - in the moments of pressure, uncertainty, and trust.

In modern sales, teams are focused on building process-driven environments with every step defined and documented , but closing the deal still depends on the human element. It comes down to clarity under pressure, reading the room, and navigating high-stakes moments where trust and relationships matter more than technique.

This is where The Munga Mindset applies. The Munga is a five-day, 1,129 km ultra-endurance race across some of South Africa’s toughest terrain. It’s unpredictable, brutal, and mentally demanding - much like navigating today’s complex sales cycles.

In this high-impact keynote, Deon Basson shares the mindset and decision-making models that helped him finish The Munga - and how those same principles translate directly to sales performance in a pressure-filled environment.

He draws on a practical communication framework to help sales teams navigate these moments with precision, structure, empathy, and strategic clarity.

Through real stories, Deon unpacks how sales professionals can perform when the pitch is over, the data is on the table, and everything still comes down to human influence.

Audience Takeaways

- How to sell when the beaten track is covered: focus on insight, structure, human connection, and creative value.”
- The mindset and habits that drive performance under high-stakes pressure

- A repeatable model for navigating strategic conversations and closing complex deals
- Why awareness, adaptability, and emotional clarity win when others default to scripts

Who This Is For

- Enterprise and B2C sales teams
- Sales leadership and GTM strategists
- Pre-sales, solution consultants, and account executives
- Inspiring moments needed, sales kickoffs, sales enablement sessions

About Deon Basson



Deon brings over 35 years of experience in business, sales, and leadership - backed by a B.Sc in Computer Science, Honours, and an MBA. He is Chairman of Spatialedge, Africa's largest specialised AI company, and CEO of reCInate.

He uses a structured communication framework that supports high-stakes conversations, helping teams influence with clarity under pressure.

As an athlete, he has completed 5 full Ironmans, 7 half Ironmans, won the UK Coast-to-Coast gravel race (50+), and finished The Munga - twice. His unique blend of commercial insight and endurance under pressure brings unmatched relevance to teams navigating real-world sales challenges. He knows what it takes to be resilient and persevere.

Deon's sessions combine data, structure, emotional awareness, and strategic agility - connecting with every kind of sales professional in the room.

Speaking Requirements

- Audio and video will be played from Deon's Windows laptop
- Microphone and screen required
- Recording permission: Approved

Testimonials

"There's no fluff here. Just practical strategies that helped us close better and sell smarter."

- CEO, AI SaaS Company

"If your sales team hasn't seen this, they're already behind."

- Chief Revenue Officer, B2B Tech Platform

"Deon's who you call when the team's busy but nothing's landing."

- VP Sales, Growth-Stage Tech Company

"Our sales team finally got focused. Every conversation is sharper."

- Head of Commercial, Enterprise AI Startup