

Charmaine Keegan

Sales, Communication & Mindset Keynote Speaker

Transforming leaders and teams by unlocking their true potential through comprehending the powerful intersection of mindset, beliefs, communication, and commercial 'savviness'.

Charmaine Keegan—Director, Speaker, Panellist, Trainer, Motivator, Sales Influencer, and Founder of Smarter Selling—is a leading sales expert.

She has always been deeply fascinated by the intricate psychology of sales – studying the nuances of clients' buying strategies and decision-making styles, and the behaviours that shape success, and distinguish high-performing salespeople.



Recognised in the international business sphere as a thought leader in modern sales, communication, and mindset, Charmaine is redefining and reshaping how we understand and execute sales excellence in today's marketplace.

During her formidable 30-year international high-performance sales career, she has trained and inspired over 35,000 professionals with advanced sales methodologies proven to yield immediate and lasting results.

Delivering insightful content that challenges conventional thinking on sales and communication, her high-impact, thought-provoking sessions seamlessly blend cutting-edge insights from Neuroscience, NLP (how we operate), Hypnotherapy (unconscious communication), and Timeline Therapy (recognising your and your customers' underlying beliefs and baggage).

Pragmatic by nature and having 'walked the walk', Charmaine is passionate about empowering people to be their best every day with a sophisticated and intelligent sales approach—equipping people with up-to-date, practical, and easily actionable tools and strategies that transform mindset and performance.

Charmaine Keegan does more than connect with an audience—she catalyses transformative experiences that inspire confidence to achieve personal and professional success.

Audiences are captivated by her dynamic, informal style—rich with humour, relevance, and insightful expertise—as she empowers professionals to see how easy it is to embrace sales with integrity and authenticity to become Subject Matter Experts, Authorities in their field, and Trusted



Advisors.

Charmaine Keegan Talks About:

- Sell More as the Trusted Advisor
- Business Development
- Motivating your Team
- Motivating your Client
- Advanced Communication & Influencing Skills
- Speed-reading & Adapting to Different Personality Types
- Understanding your Client's Buying & Decision-Making Strategy
- NLP in Sales, Communication & Influence
- Power of Language
- Mindset, Beliefs and Projections Shaping your Personal & Professional Success
- Winning Presentations
- Smarter Negotiation
- Converting Objections into a Sale
- Navigating the Modern Sales Landscape
- Core behaviours & Traits of High Performing Sales People
- Intergenerational Sales & Communication: Baby Boomers, Gen X, Millennials & Gen Z
- Influencing Multiple Decision Makers
- Power of Questions and How to Truly Listen
- Emotional Intelligence in Sales
- Understanding the Sales Journey & Influencing at each Stage

Client testimonials

Charmaine is a true sales expert. As a natural speaker she holds an audience, keeps them engaged and interested. Your audience will be inspired, motivated and driven to succeed. What strikes me about Charmaine's work is her sharp mind, brilliant insight and ability to articulate an effective message simply. Her work is the real deal. Her love and passion for sales is evident throughout her speaking engagements as she gets the audience rethinking what sales actually is. Her fun, light-hearted way of addressing an audience immediately puts them at ease. On stage she is the same as off- natural, down to earth, practical and sincere. Adapting to all audience types her talks are always a hit for its engagement, laughter and overall, the powerful key messages on "how to build trust and how easy it is to sell."

- Jon Yeo - TedX Melbourne Licensee

"Charmaine's presentation on sales wasn't just informative; it was a masterclass in captivating storytelling and strategic insights at our association's prestigious company director's retreat. With her eloquence and depth of knowledge, she skilfully wove together anecdotes and industry expertise, leaving our audience spellbound and inspired. Her ability to distil complex



concepts into digestible nuggets of wisdom ensured that every attendee walked away with actionable strategies to elevate their sales performance. Charmaine didn't just deliver a speech; she orchestrated an experience that resonated deeply with our audience. From the moment we connected, Charmaine and her dedicated team proved to be consummate professionals, making the entire process seamless and enjoyable.

- Sam Osborne Conference MC - Strata Community Association (VIC)

"Not only is Charmaine a Total Sales Expert, she's phenomenal at delivering the content. Noone holds an audience's attention guite like Charmaine, we guite literally held onto every word she said, as her delivery is energetic, engaging, funny, entertaining, and above all effective! She has her finger on the pulse of all things sales, influence, communication, mindset, NLP, psychology of human behaviour (when anyone would want to buy off you). Her style is down to earth, engaging and interesting. Weaving in relevant, often humorous stories. The sessions are always upbeat, positive and inspiring. I've hired Charmaine twice now for two different events. The first was for my team whom are experienced sales professionals, they soaked up the insights, wrote copious notes of how to engage more meaningfully and were motivated and inspired. The second time was an event for 50 of my clients. Sharing some of the best sales tips I've ever heard, Charmaine is all about how to be the Trusted Advisor, to be The Authority in your field and Subject matter expert. How to have integrity and authenticity. How to bring value. How to engage more meaningfully. We had fantastic feedback from that event and are planning another and having Charmaine run that again.

- Brett Clemens CEO - ALRA

"As an industry mentor and published author on headofsales.com.au, Charmaine's sales and speaking expertise is remarkable. Her infectious drive and positive energy coupled with her vast knowledge of modern sales techniques, naturally captivates an audience while she seamlessly educates and inspires. We were delighted Charmaine accepted to be a Keynote speaker at the 2024 Head of Sales Symposium sharing latest insights, advice and practical tips on how to convert more business as Trusted Advisors.

- Joe Sing Event Director - Head of Sales

"Charmaine stands out as a proven sales expert and speaker, in the way she connects with an audience. Her dynamic energy coupled with her credible content on latest sales and communication techniques on how to 'influence' with integrity and authority, helps business leaders set new benchmarks in sales and leadership. Her passion and professionalism spark and enable insights that help people unlock new parts of themselves as she moves the dial in what defines client and sales success today."

- Rod Buchecker CEO, Mentor Chair - Vistage Worldwide

"Charmaine had been recommended to us as a keynote speaker, and it's clear why. She is a



total professional. Her upbeat yet down to earth manner delivering tailored content was spot on, making her credible and relatable to everyone in the room!"

- Caitlin Peterson Marketing & Communications Mgr - Safety Champion Software

"As a Keynote speaker and presenter, Charmaine was the best I've seen. Dynamic, motivational, fun, inspirational, relevant, and practical. It blew us away. Everyone was hanging on every word whilst scribbling insights and action points. From the very first contact Charmaine was different. It was outside of hours; it was a long weekend. She replied professionally, already looking up our business and tailored a response. As MD I was already impressed. She certainly practices what she preaches. First in, best dressed. Care about the other person, have your intent to help. Understand and add value. The content was the best I've seen. The latest in Neuroscience, NLP, Hypnosis, Communication, Influencing, Sales, and Customer Service Excellence techniques.

- Wayne Zhou MD - Training Day Gyms

"A few months ago a client said 'I've hired this Gun Sales Guru, you should meet her' and there she was - the very Charmaine I had worked with 20 years ago where she was the '220' for our corporate company (the salesperson 'Second To None'). Bright, positive, driven, structured, a high achiever and motivated I knew she would go on to make great things happen. So, she trained that team and it was a hit, so much so that we [at another event] shared the stage for a keynote on 'how to drive growth'. Charmaine engaged and lit up the room, her infectious positive stance created a memorable experience, sharing practical tips on how to have integrity, authenticity AND be commercially minded, positioning yourself as the Expert and bring value.

- Mark Hodgson CEO, Coach, Author, Speaker, Mentor - Transformational Leadership Consultancy

"Charmaine addressed and engaged with 85 of our senior sales professionals and leaders at our national conference. Her enthusiastic interactive style elevated everyone. The entire team were motivated, energised, pumped and ready to face new challenges. The feedback we got was there was a lot of value!

- Tarun Changrani GM - Coregas Australia

"Charmaine was enlisted to speak to our group of CEOs. She was able, with ease, to deliver a fun, informative session. She has a process to ensure she understands how best to serve your audience, and this meant the session was relevant, informative, interesting and added value to each person. Charmaine has a way to drive home key messages and kept it professional whilst being upbeat, motivational and fun. Highly recommend Charmaine for a lively, inspiring session where your group will learn practical skills they can apply immediately. We can't wait to invite her back.



- Matt Brannelly Strategic Advisor - NFP Hub Founder

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