

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

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[VIDEO OF SPEAKER](#) 