

FOR SALES CONFERENCES:

The Science of How Top Sales Leaders Bend Reality and Consistently Beat the Odds

The greatest predictor of future sales performance is the beliefs you hold about the world.

In this high-impact, humorous and interactive keynote, **Shawn Achor**, NYTimes bestselling author and world renowned researcher on performance and mindset, reveals groundbreaking research showing that beliefs don't just change motivation—they change the likelihood of success or failure. **Beliefs change the math.** By changing the math, beliefs change the path. Drawing on cutting-edge studies from neuroscience, his work with NFL and NBA teams as well as elite military units, Shawn shows why top-performing salespeople consistently outperform others with the same territory, tools, and training—and how seven core beliefs predict high performing leaders and organizations.

Sales teams don't lose deals because of effort alone. They lose them because of hidden beliefs: *This prospect will never buy. My behavior won't really move the needle. The market is too tight right now.* But by strengthening core beliefs, based on Shawn's research, Fortune 100 companies have been able to increase sales revenue by up to 50% in 18 months, increase retention by 14%, raise productivity by 31% and improve sales by 37%. Shawn reveals how:

- **Belief changes what salespeople perceive**—including opportunities others miss
- **Belief reduces anxiety and increases trust**, even under pressure
- **Belief fuels persistence**, especially after rejection
- **Belief amplifies social support**, boosting performance the way the home-field advantage boosts elite athletes
- **Belief helps us beat the odds**, especially when outcomes are uncertain

This keynote equips sales teams with a new lens that dramatically increases performance, and reveals how to replace limiting beliefs with **qualified, evidence-based beliefs** that increase effort, resilience, and close rates. Same world, different belief, different outcome.

Key Takeaways

Sales leaders and sellers will leave with:

- A science-backed understanding of how beliefs directly impact revenue
- Tools to identify and dismantle hidden beliefs that suppress performance
- Practical strategies to strengthen beliefs that increase persistence and confidence
- A renewed sense of agency: *my behavior matters, I am not alone, this work is meaningful*
- A mindset shift that helps teams perform better—even when the odds aren't in their favor