

Rapid Growth, the Lazy Way

*Make your competition
irrelevant*



OPTION A : 30-60 minute keynote

OPTION B : 90-120 minute workshop with interactive exercises, additional case studies, and targeted recommendations

SUMMARY

Do your members or channel partners feel they are on an endless hamster wheel, just trying to keep their business going? They provide an amazing product or service, but despite all their efforts and good intentions, their day-to-day is a constant struggle to find interested people, set themselves apart, and make the sale – all while competing against established industry players and dealing with customers who seem to care about only one thing... PRICE. In this game-changing keynote, participants will walk away with a complete understanding of where they have been going wrong, and they'll know the three instantly-implementable strategies to turn it all around.



STRUCTURE

Drawing from over a decade of experience growing his own businesses to multiple millions – as well as his transformative work with thousands of clients – Matthew reveals his tried and tested Rapid Growth® blueprint. This is his signature A-Z system, proven to propel even the most unprofitable business into unstoppable momentum and growth. Attendees will leave this session feeling a renewed excitement for their business – but most important, with a reliable plan for success based on three simple steps:

1. **Differentiation and Message Unification.** Participants will discover exactly how to set themselves apart from their competition, put an end to competing on price, and learn the secret to exciting prospects to want to know more.
2. **Niche Marketing.** Participants' experiences, education, upbringing, and talents perfectly qualify them to serve one specific niche of customers. In this session, they'll learn exactly how to identify who those customers are, how to be seen as the only logical choice, and how to get paid what they're worth.
3. **Sales Systemization.** Sales is seen by most as a skillset you either have or you don't. But in truth, it's a system like any other, one that can be learned and mastered. Participants will walk out of this session knowing that they can create an individualized sales process that brings repeatable, reliable results.

TARGET AUDIENCE

The session is perfect for user conferences, small business groups and associations, entrepreneurship summits, or channel partner events, and is always customized to your needs. Matthew has shared this presentation with freelancers, startup entrepreneurs, and small-to-medium business owners across wide a range of industries

KEY TAKEAWAYS

- Finally differentiate yourself and put an end to competing on price
- Understand why you can't (and shouldn't be) everything to everyone
- Discover your niche market of motivated, excited-to-buy customers
- Achieve a new outlook on sales

TOPIC AUTHORITY

- Overcame paralyzing introversion to become the number one sales performer in the largest sales and marketing company in the southern hemisphere
- Responsible for five multi-million-dollar business success stories before the age of 30
- Successfully transformed over 3500 client businesses across a diverse range of industries
- Internationally award-winning sales and marketing blogger
- Founder and Executive Director of Small Business Festival, listed by Inc. as one of the top five business conferences in the nation

CLIENTS INCLUDE

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Microsoft inspire

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#FREECON THE FREELANCE CONFERENCE

EO Entrepreneurs' Organization



SALES 2.0 LEADERSHIP CONFERENCE

Colliers INTERNATIONAL



The builder crowd is very hard to impress, but every word out of Matthew's mouth was very valuable, applicable, and actionable. I've never seen a speaker have every single attendee gathered around them at the end of the session, trying to get more information. Quite impressive.



BETHANY JENKINS
CHAPTER PRESIDENT, NATIONAL ASSOCIATION OF HOME BUILDERS

Build Your Story Playbook

The catalyst to explosive sales growth



- OPTION A :** 45-75-minute keynote or interactive workshop with core story creation based on participants' past customer success
- OPTION B :** Half, full, or multi-day training

SUMMARY

What if your sales team could have an instant advantage over all your competition? What if you could quadruple appointments, shorten sales cycles, and skyrocket profits, all through the application of one powerful technique? If your sales team needs this kind of edge, "Build Your Story Playbook" provides the breakthrough you've been looking for. Shift your sales team away from the uncomfortable bulldog tactics of the past, to a new, relaxed, and scientifically proven methodology that consistently multiplies results, guaranteed.



STRUCTURE

Matthew presents the science of storytelling as documented by Harvard and Stanford researchers, and explains why story is fundamental to a winning sales process. Attendees will hear about Matthew's real-life clients – some painfully introverted, some needing to get hyped up on coffee to make the day bearable, some with sales in their DNA and thinking they were already doing everything right. All of them not only lowered their stress around selling and learned to love the process, but also increased closure rates as much as 400 – 1000%. All it takes is a simple, proven process that Matthew has perfected over the last decade.

1. Learn the exceptional power of story, its use in gaining trust and credibility, and its effectiveness at sidestepping objections.
2. Uncover the secret to crafting laser-sharp true stories that make prospects say, "I want that!"
3. Discover the secret to creating your sales department's story playbook, rapidly reducing sales cycles, increasing closure rates, creating a sales culture of teamwork and excitement, and instantly making both your new and seasoned salespeople more effective.

TARGET AUDIENCE

This session has been designed in two formats: One to be presented to your entire sales team looking for the edge over their competition, and the other for sales VPs, directors, and managers looking for a proven way to transform their teams from stressed and high-pressure to relaxed and authentic – while massively boosting profits, of course. It’s also the perfect choice for sales kickoff events and sales team retreats and workshops, providing your team with the tools and motivation to dramatically improve their existing process. Matthew has delivered this presentation to a range of audiences from multinational conglomerates such as Oracle to commercial real estate sales firms such as Colliers International. It has also been presented to rave reviews at many small businesses and sales conferences.

KEY TAKEAWAYS ★

- Discover a step-by-step process for creating true client stories that will 4-10X your sales team’s results
- Learn how to implement your new strategy with new-hire induction to drastically reduce the cost of training and onboarding, getting your team more productive, faster
- Develop a culture that attracts and retains the best and brightest
- Say goodbye to the high-pressure, high-stress environment, and hello to easier closes and a lot more money

TOPIC AUTHORITY

- Responsible for five multi-million-dollar business success stories before the age of 30
- Author of *The Introvert’s Edge: How the Quiet and Shy Can Outsell Anyone* – a proven sales system that works for introverts and extroverts alike – published by AMACOM New York and endorsed by Harvard, Princeton, Neil Patel, Marshall Goldsmith, Brian Tracy, Jeffrey Gitomer, and 50+ more
- Created and perfected a sales process that led him to become the number one sales performer in the largest sales and marketing company in the Southern Hemisphere within six weeks, and promoted to youngest state manager in the company history, overseeing thousands of salespeople at age 19
- Successfully transformed over 3500 client businesses across a diverse range of industries
- Internationally award-winning sales and marketing blogger

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Colliers INTERNATIONAL



During each of his ten presentations, Matthew delivered an original, customized story about one of our customers, as if he'd worked for our company for years. If you're looking for an edge in sales, especially in highly technical sales, Matthew is the obvious choice.



CHRIS GANDOLFO,
SENIOR VICE PRESIDENT, ORACLE DIGITAL

The Introvert's Edge

Your difference, your power



OPTION A : 30-90-minute keynote or interactive workshop

OPTION B : Half, full, or multi-day training

SUMMARY

For too long, introverts have fallen victim to the myth that because of their quiet personalities, they can't be as successful in business as their extroverted counterparts. In this groundbreaking keynote, Matthew shares personal stories, client transformations, and insights gained through a series of interviews with millionaire introverts, to confront this stigma head-on. By the end of this enlightening presentation, introverts will feel empowered, and know exactly how to embrace and harness their natural abilities for amazing success.



STRUCTURE

As a lifelong introvert himself, Matthew understands the challenges involved in surviving and thriving in an extroverted business world. And with at least half the population self-identifying as introverts, he's not alone! This insightful and entertaining keynote shows participants that success comes not from hiding their introversion or pretending to be someone they're not, but from identifying and leveraging the many introverted gifts that actually give them an edge. True stories, extensive research, and practical how-to's combine to provide revelations about what it takes for an introvert to succeed on their own terms, and exactly how to go about it.

1. Secrets from extraordinary introverts: What do Brian Smith, founder of billion-dollar brand UGG Boots; Ryan Deiss, founder of Digital Marketer; Ivan Misner, founder of BNI; and many more have to say about how their introversion contributed to their amazing success? Matthew shares their personal challenges with introversion and the "aha" moment that changed everything.
2. Matthew's personal story: From painfully shy and terrified to sell, to the #1 salesperson at the largest sales and marketing firm in the Southern Hemisphere – within six weeks.
3. Take-action strategies: From sales to networking to presenting to rooms of hundreds or thousands, Matthew will share the specific strategies that he and other extraordinary introverts employ every day to achieve amazing success – strategies to leverage introverted qualities, not disguise them.

TARGET AUDIENCE

Individuals, organizations, and conferences looking to support the often-forgotten majority of quiet attendees. This session is an ideal fit for corporate retreats and events, fundraisers, and association conferences. A welcome addition to any event focused on catering to diverse interests and needs.

KEY TAKEAWAYS ★

- A step-by-step strategy to becoming a power networker
- A new outlook on the sales process and an understanding that, no matter what an employee's role in an organization may be, every team member is ultimately in sales
- A simple way to dominate any presentation
- The secret to embracing the strengths of your introverted workforce

TOPIC AUTHORITY

- Responsible for five multi-million-dollar business success stories before the age of 30
- Author of *The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone* – a proven sales system that works for introverts and extroverts alike – published by AMACOM New York and endorsed by Harvard, Princeton, Neil Patel, Marshall Goldsmith, Brian Tracy, Jeffrey Gitomer, and 50+ more
- Overcame paralyzing introversion to become the #1 sales performer in the largest sales and marketing company in the Southern Hemisphere
- Awarded the National Speakers Association's highest designation for professional speakers
- Moved to Austin, Texas from Australia in 2014, not knowing a soul, and became one of the most networked people in the city within a year, including receiving four government proclamations for his work helping small business
- Praised as "the real deal" by Forbes

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THE #1 MFD // www.freelanceconference.com

Macedon Ranges
Shire Council



PeopleFund



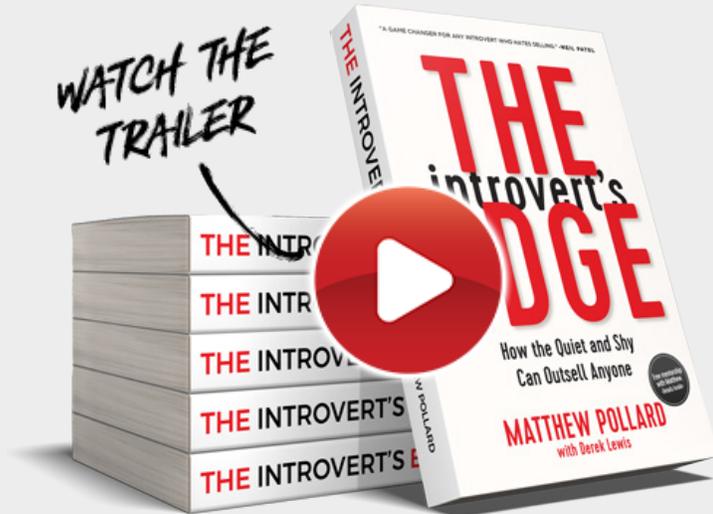
Colliers
INTERNATIONAL



I'm an introvert myself, so I know the importance of reliable, adaptable systems that draw on our greatest strengths. Matthew has nailed a process that harnesses our creativity, empathy, and analytical thinking to cultivate relationships that create the solutions your customers need.



DR. IVAN MISNER
FOUNDER OF BNI, NYT BESTSELLING AUTHOR

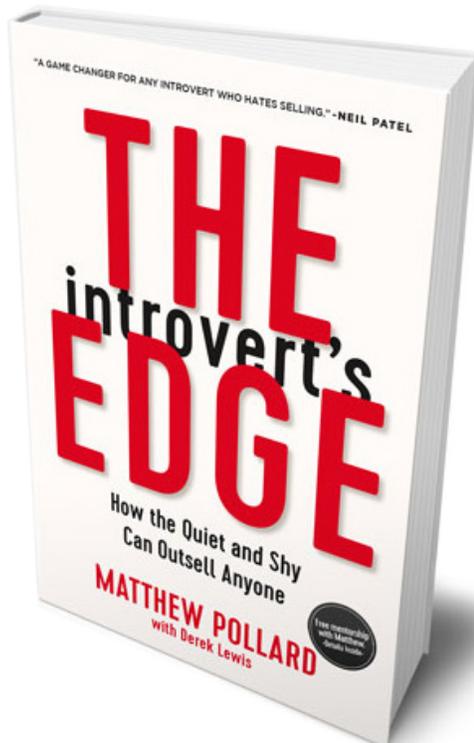


GET THE FIRST CHAPTER. FREE

No more struggling with uncomfortable bulldog sales tactics. The Introvert's Edge equips you with a comprehensive system focused on transparent, authentic and low-pressure selling.

To get the first chapter for Free Enter your email at <https://matthewpollard.com/theintrovertsedge/book>

ORDER YOUR COPY NOW



Matthew Pollard, an awarded sales authority and fellow introvert, has created and perfected a system for selling in a transparent, authentic and low-pressure way – with no hard closing or bulldog sales techniques. His method has allowed him to sell millions of dollars' worth of products and services, and has helped thousands of other introverts to do the same. In his bestseller *The Introvert's Edge*, Matthew shares his decade of sales knowledge, debunks the myth that sales requires the “gift of the gab,” and demonstrates exactly how, as an introvert, you can create a relaxed sales system that works for you.

Matthew's 7-step strategy outlines what you need for reliable and repeatable results, from implementing well-prepared questions to embracing the power of story. The book's system-not-the-sale methodology, combined with valuable lessons from Matthew's firsthand experience and client transformations, will show you that sales is a skill that ANYONE can learn.

Whether you're pursuing sales as a career or you're a small business owner who doesn't want to sell but needs to, *The Introvert's Edge* is your guide to sales success.

ABOUT THE AUTHOR



As a highly introverted teenager, Matthew fell into sales when the company he worked for went bankrupt, and commission-only sales was the only job he could find. His first day, he received 92 rejections in a row, and knew something had to change. Matthew created, practiced, and perfected his system, and fast became the #1 salesperson at the largest sales and marketing firm in the southern hemisphere – and in charge of training all the sales teams. By age 30, he was responsible for five multi-million dollar business success stories across a diverse range of industries, earning him the nickname “The Rapid Growth Guy.” Once scared to sell, today he teaches thousands how to do it, and has so far transformed over 3500 struggling businesses. Called “the real deal” by Forbes, Matthew is an internationally-award-winning sales blogger and the Founder and Executive Director of Small Business Festival, ranked among the top 5 business conferences in the nation by Inc.

Matthew Pollard

PRAISE FOR THE BOOK INTROVERTS LOVE IT!

“ A game-changer ”

Neil Patel

“ Brilliant, Intuitive
and refreshing ”

Matthew Dixon

“ A compelling
read ”

*Jennifer
Kahnweiler PH.D.,
CSP*

“ A powerful
roadmap ”

Mike Weinberg

“

“Introverts can set the world on FIRE, and Matthew will show you how in The Introvert's Edge. Introverts, it's time to IGNITE!”

”

JOHN LEE DUMAS,
FOUNDER AND HOST OF ENTREPRENEURS ON FIRE – AN ENTREPRENEUR
TOP-FIVE PODCASTS

ABOUT MATTHEW

Young, energetic, contemporary, relatable, a powerhouse of differentiation, an expert in niche marketing, and a master sales systemization coach, Matthew is passionate about helping organizations thrive and succeed. With five multimillion-dollar business success stories to his name, all before the age of thirty, his achievements are reflected in the value and credibility he brings to every presentation.

Matthew is not a theorist; his methods come from hands on, real-world experience. With over 3500 business transformations and counting, Matthew provides instantly-actionable strategies that make a real and lasting difference to audiences. Whether you're a multinational conglomerate providing complex solutions to Fortune 500 companies, or a small business association working to give your members an edge over the competition, Matthew provides an uncomplicated blueprint for growth and success.

Matthew's meteoric rise against all odds – and his honesty in sharing his personal challenges – creates an inspirational atmosphere of possibility and belief. Participants walk out of his presentations thinking, "If he can do it, so can I"… and with a complete understanding of the exact steps to follow to skyrocket their success.

And when it comes to understanding what makes a speaker truly stand out, Matthew gets it. As Founder and Executive Director of Small Business Festival, ranked as INC's #3 conference in America for small business, he is annually responsible for organizing hundreds of speakers for thousands of attendees. He knows what it takes to motivate and inspire an audience, provide an amazing experience, and deliver long-lasting ROI.

Matthew is an internationally award-winning blogger and contributor to CEO, Entrepreneur, and Top Sales World Magazine. He is a recurring guest on FOX and NBC, and has appeared on top-rated podcasts including Entrepreneur on Fire and Eventual Millionaire. He's the author of the bestseller *The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone*, endorsed by Neil Patel, Brian Tracy, Mark Roberge of Harvard, Derek Lidow of Princeton, and dozens more.

If you're looking for a keynote speaker with an edge, who provides absolute return on investment, who will assist your organization in achieving unprecedented results, Matthew Pollard is your Rapid Growth® Guy!



I'D LOVE TO HEAR FROM YOU!



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1-833-BOOK-MATT
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www.MatthewPollardSpeaker.com

Thanks for your interest and for taking the time to see what I have to offer. I'd love to hear more about your event and how I can help make it a success!

Matthew Pollard