



MARCUS SHERIDAN

TRANSFORMATIONAL SALES AND MARKETING LEADER,
MASTER STORYTELLER, SERIAL ENTREPRENEUR,
AND THE MOST ENGAGING SPEAKER YOU WILL EVER SEE

IMPORTANT LINKS

CLICK the links below for:
[On-Stage Preview Video](#)
[Virtual Preview Video](#)
[Speaker Website](#)

AREAS OF IMPACT

Sales and Virtual Selling
Digital Marketing
Business Growth

BOOK MARCUS

Please contact
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MICHELLE JOYCE
SPEAKERS

MEET MARCUS



Marcus Sheridan is a highly sought-after international keynote speaker known for his unique ability to excite, engage, and motivate audiences.

Named “One of 20 Speakers You Don’t Want to Miss”, he has also been dubbed a “Web Marketing Guru” by the *New York Times* and featured in *Inc.*, *The Globe and Mail*, *Forbes*, and many more.

As an owner of IMPACT, Marcus has established one of the most successful digital sales and marketing agencies in the country. Within his speaking company, Marcus Sheridan International, Inc., he gives over 70 global keynote programs annually where he inspires audiences in the areas of sales, marketing, leadership, and communication.

Mashable rated his book, *They Ask, You Answer*, the “#1 Marketing Book”, and *Forbes* listed it as one of “11 Marketing Books Every CMO Should Read”.

**FOR BOOKING INFORMATION
PLEASE CONTACT MICHELLE JOYCE**

✉ Michelle@MichelleJoyce.com

☎ 704-965-2339



TESTIMONIALS



"Marcus Sheridan speaks with unrivaled passion and authority. He has a masterful understanding of the challenges and opportunities for businesses in the digital age. His presentations are motivating and insightful, and he leaves audiences with clear, actionable takeaways to improve their businesses. A world-class thought leader!"

– ZACH PHILLIPS, DIRECTOR OF PROFESSIONAL DEVELOPMENT, NAMM

"You absolutely knocked it out of the park, and were the talk of the event!"

– MICHAEL HOPFINGER, DIRECTOR, CISCO

"Our customers raved about the content Marcus delivered at our event! I was impressed how effective Marcus was at engaging the audience. Most importantly, I got feedback from customers shortly after the event on how they are making changes in their business because of what Marcus said. He made such a big impression on our team!"

– GREG VANDEWALKER SR., VICE PRESIDENT, GREATAMERICA FINANCIAL

"Your passion, which is felt in your body language and voice inflection, coupled with your unabashed willingness to challenge the audience's status quo made you the best speaker I have ever heard."


– JOAN MAXWELL, PRESIDENT, REGULATOR MARINE



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A composite image featuring a man in a blue suit sitting on a set of stairs, smiling, and another man in a white suit seen from behind, gesturing with his hands while addressing a large, blurred audience. A large, semi-transparent pink triangle is overlaid on the scene, framing the man on the stairs.

POPULAR PROGRAMS

All of Marcus's programs are personalized and customized for each audience, and can be delivered in person or virtually for your next event



THE DIGITAL CUSTOMER

How Today's Buyer Has Changed and What Your Business Must Do About it

More than any other time in the last 100 years, customers today have made a dramatic shift in the way they make purchasing decisions. Unfortunately, many companies haven't adapted to this shift and are not prepared for the continual evolution of this "new digital customer."

Based on his best-selling book *They Ask, You Answer*, Marcus Sheridan brings clarity to the ways buyers have changed, and provides actionable steps and real-world takeaways on what companies must do to align themselves with this shift in purchasing patterns.

In this program attendees will:

- Learn the shift that has occurred with today's buyer [and what that means for sales and marketing departments going forward]
- Discover which specific content and messaging close sales faster and get results
- Find out how video and visual learning is impacting the buying process and what organizations must do to be seen as a "media" company
- Understand how to leverage technologies for your business in The Digital Age



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VIRTUAL SALES MASTERY

How Sales Teams Can Survive and Thrive in a Virtual Selling World

The world is different now for everyone. As a result, the same selling techniques that worked before the global pandemic aren't effective anymore.

Unfortunately, most sales teams haven't had time to effectively adjust to the new virtual demands of buyers.

They're struggling with the technology. They're struggling with video. They're struggling to get noticed. And they're struggling to build trust and make the buying process still feel human and personalized.

Keynote speaker and author Marcus Sheridan has been teaching successful virtual sales and marketing methods for years.

In this program attendees will:

- Understand how to create a world-class virtual sales experience, specifically over video, for any product or service
- Master the best practices of setting up and delivering an online, one-to-one video, sales presentation
- Discover more effective ways of prospecting through innovative digital strategies



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THE TRUSTED BRAND

How Your Organization Can Become the Trusted Voice in a Noisy, Busy World

The Information Age is in full swing, and winning buyer trust has never been more critical. The reality is that brands can no longer expect traditional methods of marketing and sales to win customer interest and build loyalty.

One of the essential keys to gaining the trust of today's digital consumer is by becoming their go-to source for helpful, useful information. Businesses and brands that focus more on teaching and helping [than on selling] will ultimately win customer trust, gain an incredible amount of market share, and generate more revenue in the process.

In this program attendees will:

- Discover how buying habits have changed and why name recognition is no longer enough
- Learn how transparent and honest content will move consumers to notice new brands – and switch to them
- Find out exactly what must be done to become the voice of trust in your space



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