

CONFERENCE HEADLINING KEYNOTE SPEAKER

DAWNNA

HOMELESS TEEN SELLS \$250M TECH COMPANY



Being in the presence of Dawnna's energetic and bigger-than-life personality, you'd never guess that she pulled herself from the depths of depression, crawled out of homelessness, and built a \$250M business intelligence company before she was 26 years old.

Besides being a business owner and author, Dawnna has solidified herself as a conference headlining keynote speaker whose name is pretty much synonymous with audacity.

Among her various successes Dawnna has built five multi-million-dollar companies, written six books top-selling books, coached over 325 executives and entrepreneurs, trained hundreds of leaders and sales pros, delivered over 350 keynote speeches, created the Difference Maker Sales Formula, developed the Se7en Triggers to Yes for Influence, and drank more than her fair share of coffee.

A thread in Dawnna's career has been

science. From certified programmer and project management expert to 6Sigma BlackBelt, she relentlessly searches for the formula to simplify challenging topics such as the neuroscience of influence, the method to powerful sales conversations, and framework for authenticity.

Dawnna's shares her unique perspective in business and life so others can have the mindset shift they need to drop the excuses, take action, and reach bigger goals.

Dawnna! I followed one of your influencer tips on Saturday and earned results by Tuesday!

A. Civitella, CEO, Transfinder

*Dawnna was the **first female** motivational speaker to a primarily male audience and she **OVER-DELIVERED!** The speech, breakouts, Q&A, and **extra time with our attendees** was amazing. She even stepped in for another speaker and **delivered a killer closing.***

J. Marsden, ASP

Dawnna became an impossible act to follow at the National Association of Broadcasters. She integrated her content into our theme so seamlessly that you'da thought it was written for it. PERFECTION!

A. Walsh

*Dawnna delivered a **masterclass on sales** that, 18 months later, we still refer to and use to get results. **We've hired her 5x in 2 years.** This is not just typical cookie-cutter sales - it is sales conversation mastery.*

M. Bentley - Sales Director

THAT'S WHAT THEY SAID...

*Dawnna is a much needed **kick-in-the pants** when you need to play bigger, think bolder, and deliver excellence.*

B.Garrido - LexusNexus

Dawnna delivered power at Raymond James and gave our affinity group the determination to drive for higher levels of excellence.

Renee Baker - Head of D&I

Dawnna solved my problem during a flight. Then I hired her to talk about how to lead without authority. Today we use words like "Bat-Signal; Triggers; AICCCA; and ATNBQ" to influence powerfully. IT JUST WORKS!

J. Alexander - AT&R Solutions



SHE AIN'T YOUR GRANDMA'S MOTIVATIONAL SPEAKER

...unless grandma preferred a shot o' whiskey over a cup of tea.

If you haven't experienced Dawnna LIVE, then what are you waiting for!

Dawnna consistently sets an energetic tone and shakes things up. She delivers something epically and authentically different - fiery content in 6" heels.

This isn't woo-woo or just rah-rah stuff either.

This is highly engaging, in-your-face, actionable content that is customized to the theme of your engagement. Dawnna will change what you believe is possible; increase the actions that you take, and amp up the outcomes that you get in 3 amazing programs!

FROM GREAT
TO **EPIC:**
YOU**2.0**

SHRINK THE GAP BETWEEN WHO YOU ARE
AND WHO YOU WANT TO BE.

SE**7**EN
TRIGGERS
TO YES

HOW TO LEAD AND INFLUENCE
WITHOUT PUSHING, PRODDING, OR A
SHRED OF AUTHORITY

THE
DIFFERENCE
MAKER

CREATE A UNIQUE COMPETITIVE ADVANTAGE
THROUGH THE CONVERSATIONAL SALES EXPERIENCE

FROM GREAT TO **EPIC**: YOU^{2.0}

SHRINK THE GAP BETWEEN WHO YOU ARE AND WHO YOU WANT TO BE.

You're a winner. Winning is in your DNA... but leveling-up has been filled with compromises.

We compromise our family for a better career. We compromise our health and relationships for better finances. Before long we feel like we are chasing Fridays, dreading Monday's, and compromising our life.

It is time to end the bartering and reignite into that spark that made you a rockstar in the first place. In this high-energy program, you'll be challenged to lean in, step up, and unleash the real you.

Dawnna will give you her very unique perspectives on the timeless lessons and actions that transformed her from homeless teen to \$250M tech consultancy founder.

You'll be energized when do you discover how to bring epic levels of bad-assery to everything you do.



YOUR DREAMS DESERVE MORE...

You'll discover:

- The secret to unleashing and motivating your authentic self everyday
- The power of an abundance mindset and how to propel your life directly into prosperity
- Your hidden advantage and how to turn your best intentions into forward-moving action
- You can execute at a higher level without compromising the ultimate life you deserve

It is time to take the kind of extreme action that your dreams deserve.

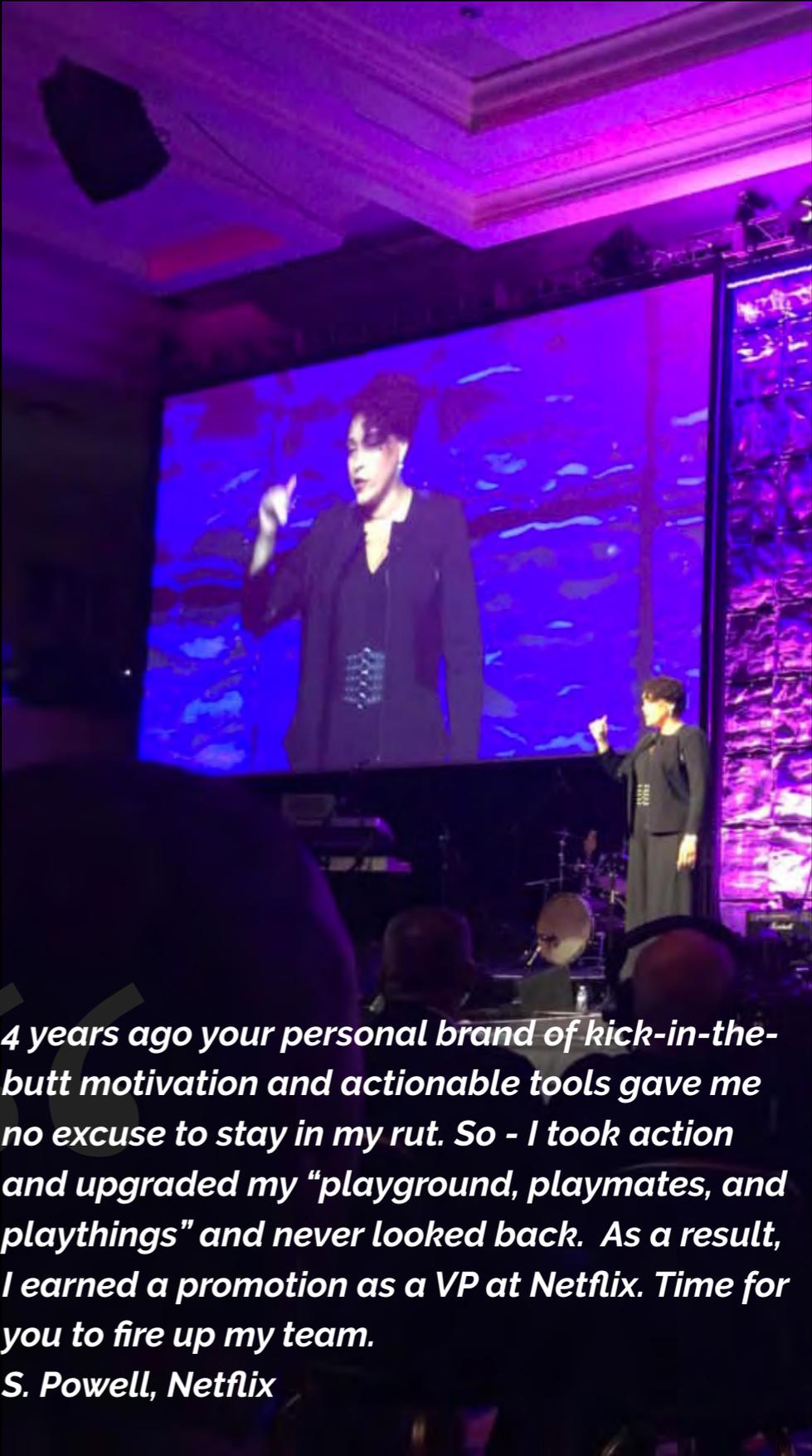
It is time to move your life from GREAT to EPIC!

Perfect for General Audiences when you want to set the tone, close the day, or add another level of energy.

Customized to your event theme.

Ask about the supplementary breakout session:

Great to Epic for Action Takers who want to Annihilate Barriers and Move Forward Faster.



4 years ago your personal brand of kick-in-the-butt motivation and actionable tools gave me no excuse to stay in my rut. So - I took action and upgraded my “playground, playmates, and playthings” and never looked back. As a result, I earned a promotion as a VP at Netflix. Time for you to fire up my team.

S. Powell, Netflix



SE7EN TRIGGERS TO YES

HOW TO LEAD AND INFLUENCE WITHOUT
PUSHING, PRODDING, OR A SHRED OF AUTHORITY

The power to influence others is among your most bankable skills — and one you can learn quickly.

From project manager to sales pro, Dawnna had all the responsibility for reaching goals, but none of the authority. When she discovered how to tap into the science of influence to get people on board, Dawnna was able to lead bigger projects, close bigger deals, and propel her career to the executive offices of her own \$250M consultancy.

You will discover how influencers connect, get buy-in, and build a loyal following of clients, colleagues, and employees.

Se7en Triggers to Yes will give you the edge you need to lead with or without authority. You can go after the deal you want... and win it; take your career... and improve it; and make just about any situation work to your advantage.

TRIGGER THEIR IMPULSE

With the triggers you'll discover how to:

- Tap into the 7 impulses that drive decisions
- Keep team members so engaged that they can't want to deliver the win for you
- Drive conversations that motivate others to stay involved
- Stomp out negative vibes before they happen
- Create connections even with the toughest people
- Read, influence and persuade powerfully

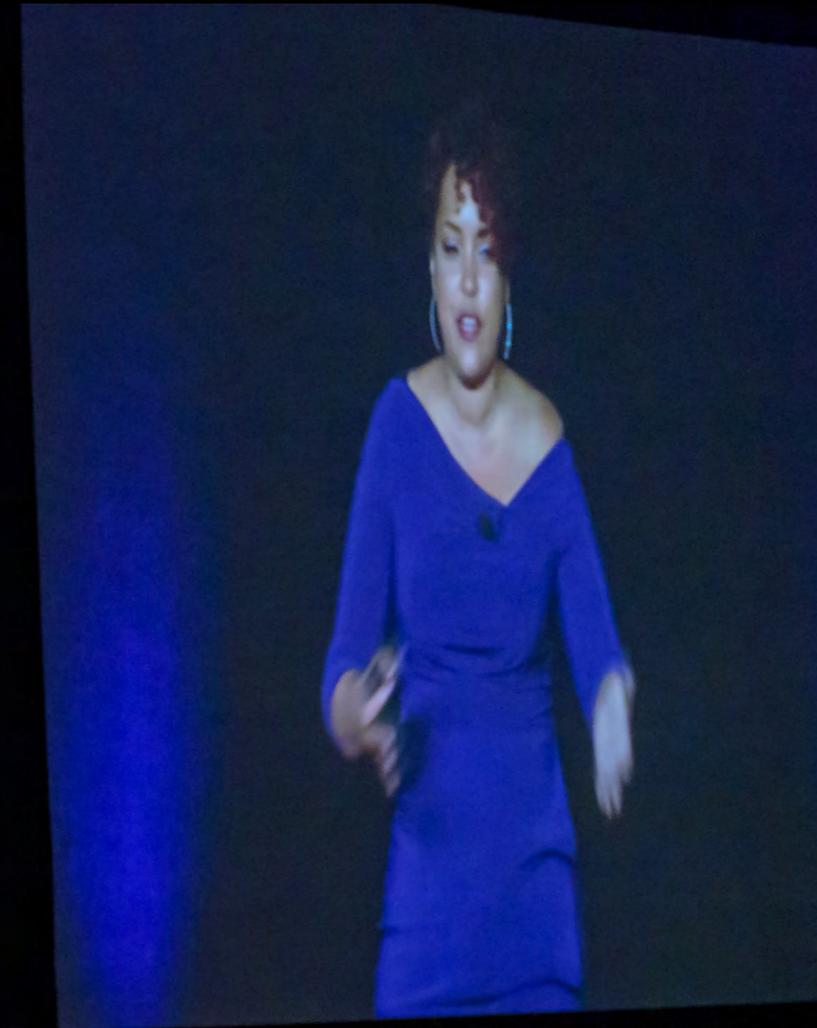
Perfect for people who want to be more influential in sales, leadership, or with their colleagues.

Ask about the supplementary breakout session: ***Se7en Triggers to Yes for <your audience here>***

Getting people to part with their money for any reason is tough. Getting them to part with it for something you can't guarantee - the promise of a brighter future - is even tougher.

Communications is the core of my client interaction. The 7-Triggers gave me an edge, which is to speak decision-making language of my clients. I was transformed into a kind of client-whisperer who knows exactly what to say, how to say it, and when to say it to drive positive outcomes.

*T. Parkins
Carriage-Parkins Financial Services*



THE DIFFERENCE MAKER

CREATE A UNIQUE COMPETITIVE ADVANTAGE THROUGH
THE CONVERSATIONAL SALES EXPERIENCE

Sustaining competitive advantage is increasingly daunting. This means that the new path to winning means capturing and exploiting opportunities immediately; acting decisively, and moving on quickly.

When Dawnna built her tech consultancy, she discovered that even though her company's tech was fantastic, customer loyalty was driven by the sales experience.

Buyers didn't want to spend time with order takers. They wanted experts who could deliver relevant case studies and collaborate on solutions that work.

In this powerful keynote, your sales pros will discover how to drop the stale and scripted questions to become consultative/collaborative sales experts.



IT'S TIME FOR EXTREME EXECUTION

With The Difference Maker, you will discover how to:

- Tap into the 7 impulses that drive buying decisions
- Uncover the business and personal wins that your ideal client truly desires
- Ask the next best question and uncover the need behind the need.
- Facilitate dialogue models that educate customers, create propositions, and help them buy.
- Manage proof and position the value of your actual solution

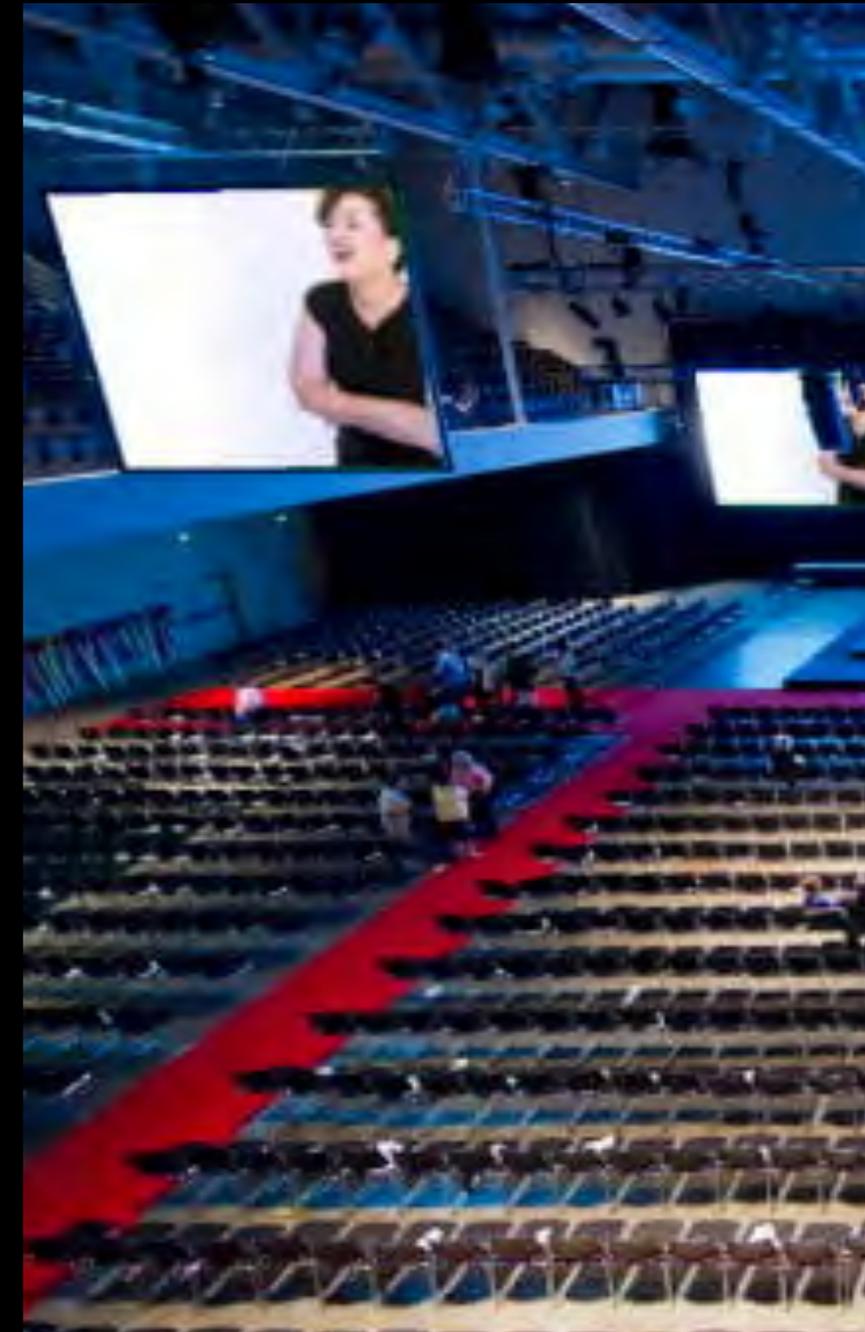
Perfect for sales pros who want to be more collaborative in sales.

Ask about the supplementary breakout session: ***Difference Maker Breakout Session and 2.5 Day Sales Workshop***

“

I had taken the big-name scripted sales training workshops. Dawnna delivered something exponentially different. With a simple, yet powerful method, I was able to create a deeper connection with clients, provide better solutions, waste less time on suspect, and ask the kind of questions that drove higher levels of client engagement.

*J. Edgars
AFWA*



A LITTLE SOMETHIN' TO BRAG ABOUT

A SHORT LIST OF ECSTATIC AUDIENCES

Abbott

AFWA

Alere

American Airlines

Bally

BMC

Burger King

Broward County

City of Denver

City of Miami

Constellation Software

Cornerstone Credit Union

Deep Blue Communications

Destination Weddings

Discover

Entrepreneurs Organization

Essex

Exelon Software

Fannie Mae

Florida Virtual Schools

Harlands UK

iSpa

Indiana Assoc of Broadcasters

JM Family

Johnson Controls

LexisNexis

LOMA

Marsden

Merck

Meeting Planners Int'l

Microsoft

MSA University - Egypt

Natl Assoc of Broadcasters

Natl Sales Network

Natl Assoc of Wmn in Construction

Natl Funeral Directors

Natl Speakers

Natl Speakers Association

NW Credit Union Assoc

Philadelphia Intl Airport

Project Mgmt Institute

Polk State University

Promotional Products Intl.

Professional Speakers Association

Prism Diversity & Inclusion

Raymond James

Starbucks

Supply Chain Mgmt Personnel

The Accounting Group - UK

Transfinder Software

University of Egypt

University of Miami

University of West Indies

Vantiv

Virginia Assoc of Broadcasters

Women in Foodservice Forum

Young Presidents Organization

...and many others



Jason Gray • 1st

Senior Learning Development Consultant, Global Early Career Team at Micros...

1mo • 🌐

Thank you [Dawnna St Louis](#) for creating such a powerful experience at our Start Strong event for the Microsoft Aspire Experience. You brought a ton of laughter, smiles, dancing, tears, and stories that we all connected with. What I appreciate out of you is you just being YOU!!! Thank you again for being vulnerable, honest, genuine, and insightful. You definitely brought it! And I can't wait until next time.

[#microsoftaspire](#) [#microsoftlife](#) [#dawnna](#)

**OVER 250K PEOPLE
IN 22 INDUSTRIES
AND 15 COUNTRIES
HAVE DISCOVERED
HOW TO MOVE
THEIR LIFE AND
CAREER FROM
GREAT TO EPIC!**