

DAWNNA ST LOUIS

Leaders leverage it. Top Sales Pros live by it. And to go from **homeless teenager** to **COO of a \$250M tech consultancy**, Dawnna StLouis had to tap into a **champion's mindset**, gain a position of power with **science and art to winning others over**, and become a **sales superhero who closes bigger deals faster**...and now she shares her secrets to success with winners like you.

You can pursue that deal you want...and **get it!**

You can take the career you have...and **improve it!** You can take any situation and make it **work in your favor**.

Just upgrade to **You2.0** and master the **Se7en**

Triggers to Yes and you'll have it all.

PROGRAMS - PAGE 3

Get to yes faster with the secrets that make you impossible to resist

MEET DAWNNA - PAGE 7

In her own words, get a peek into Dawnna's authentic style and her impact on others.

TRAVEL AND INVESTMENTS - PAGE 11

Everything you need to hire, market, introduce, promote, and work with Dawnna

Persuasion and Influence Expert; International Keynote Speaker; Business Coach; and Author



THESE ARE JUST A FEW OF THE COMMENTS FROM PEOPLE WHO HAVE TAKEN INSTANT ACTION.

WHAT WINNERS HAVE TO SAY

Dawnna! Thank you for the amazing sales training. I followed one of your tips on Saturday and earned over 10K views, likes, and comments on LinkedIn by Tuesday! I have a new habit that delivers great results.

A. Civitella, CEO, Transfinder

"The talk, the tools, and the talent! This was a trifecta. Amazingly funny and gripping content with tools that I can use right now delivered by a talented and audacious woman! How do you spell sales-pro-girl-crush - DAWNNA."

J. Marsden, AFWA

"BAT-SIGNAL and AIDA are like the passwords into a secret club of Jedi who are masters in the mind-tricks of persuasion. Glad I am in that club."

W. Whittingham, Johnson Controls

"Science = complicated. Right? Nope! Dawnna made it so easy that by the time she was done, I knew my profile, profiled my team, and successfully used the tools on a customer call in the hallway immediately after her session.

J. Landry, Google - Sales

"I NEVER PRETEND TO BE

FOR EVERYONE. I WORK WITH

WINNERS BECAUSE THEY

HAVE A MINDSET THAT'S READY

TO TAKE ACTION NOW!

THEY HAVE NO EXCUSES FOR FAILURE.

AND EVERY REASON TO SUCCEED! LOVE EM

DAWNNA ST LOUIS



PROGRAMS CUSTOMIZED FOR YOU



“At 5’9”, wearing 6” heels that matched her all-black attire spattered with hints of leather and stainless steel accessories, Dawnna reminded me of a **modern day Amazonian with fiery red hair**, a big welcoming smile, contagious laugh, and welcoming energy. Her booming voice filled the room and commanded attention, ***“I only work with winners; so if you’re in the room you must be a winner. If you stumbled in accidentally and you’re lost, then you might not be qualified to be here; and we don’t want you to get injured. Raise you hand and one of our winners will escort you to the door. Again - for your safety.”*** The 978 members in the Porsche International Sales and Distribution Division **roared with laughter** but not one person left the room.

Dawnna continued with, “You can read a book that gets people from good to great! ***I get winners like you and you and you from GREAT to EPIC. So, let’s get it! Porsche***” Her fist pumped in the air and every member leapt to their feet filled with anticipation for what was next. And Dawnna didn’t disappoint. **Her brilliant mindset shifting opening was just the tip of a very deep sales-motivation content-rich iceberg!**

JM Kessler - VP of International Wholesale Distribution
From the Porsche Corporate Magazine Article December 2016

POWERFULLY FUN KEYNOTE
AND BREAKOUT SESSION

SE7EN TRIGGERS TO YES

"AS A VENDOR I'VE HEARD

MANY SPEAKERS SHARE CONTENT.

BUT THIS WAS DIFFERENT.

I WENT TO MY BOOTH , TRIED THE SE7EN,

AND IT WORKED SO WELL THAT

I CALLED MY REGIONAL SALES LEADER

AND SAID HIRE HER NOW!"

J. ALEXANDER - AT&T

...IT'S KNOWING WHAT BUTTONS TO PUSH

Why did so many **loyal users** ditch their Blackberry for an Apple iPhone? Why do some politicians create an **unprecedented wave of winning support** while others defend their energy levels? And most important importantly: How can you leverage those secrets to become **impossible to resist**?

Persuasion and Influence Expert, Dawinna St Louis, reveals the surprising answers, providing a framework that anyone can use, master, and instantly change the game in their favor.

When you discover the **Se7en Triggers to Yes** you will:

- **Create advocates** for your latest and greatest idea
- **Captivate raving fans** with the authenticity attraction principle
- **Close more deals faster** when you discover power words that fascinate

Whether you realize it or not, you're already applying one of the seven triggers: **Significance, Acceptance, Treasure, Dominance, Leverage, Instant Gratification, and Simplicity.** The question is, how can you leverage the right triggers at the right time to stand out and move the world to your **advantage**?

A FAVORITE FOR SALES PROS WHO WANT TO AMP UP THEIR SELLING POWER FOR THE NEW MILLENNIUM

YOUR SUPERPOWER TO SALES PERSUASION

Still believe that you should “Always Be Closing?”

The 90s called and they want their traditional sales tactics back. Hard-charging fast-talking know-it-all sales tactics are the death-nail in the **new millennium’s bigger, fatter, and higher profit margin.**

If you're after big game and big goals, then doing what everyone else does isn't going to cut it. To reach the next level, you must tap into your **superpower to sales persuasion** - also known as the **BatSignal Method.**

The BatSignal allows you to **blast through all the bs** and discover how to deliver **business and personal wins** that your ideal client is craving (and everyone else is ignoring). It also demonstrates **why sales pros get stuck**, the keys to a **lucrative sales conversation**, and how to **amp up your selling power instantly.**

Achieve unprecedented results when you know how to **ask the next best question**, get the **insider secrets** that close the deal, and the perfect time to close so that you can increase your odds of **winning the deal.**

“DAWNNA DELIVERS A

MASTERCLASS IN A SIMPLE YET

POWERFUL PACKAGE THAT IS

EASY-TO-LEARN & IMPLEMENT.

MY TEAM HAS LEARNED, MASTERED

AND USED THE BAT-SIGNAL TO CLOSE

BIGGER DEALS FASTER! IT JUST WORKS!”

M.BENTLEY - TRANSFINDER

POPULAR MOTIVATIONAL KEYNOTE

UPGRADE YOUR FUTURE: YOU2.0

DO YOU WANT TO TAKE THE WINNING SHOT?

Winners know that you don't have to practice to be in last place. But to own the leaderboard you must think like a winner; act like a winner; and be the one who *wants* to take the winning shot at the buzzer... even if it misses.

So how do you get unstuck when you're in a rut?

It happens. Everybody get in a rut sometimes. When she was 19 years old, Dawnna St Louis lived in her car and thought of fatal ways to get out of that rut - until she stumbled into the power of a **champion's mindset**. Within a few years Dawnna had leveraged that mindset to become Founder/COO of a \$250M Tech Consultancy. Just imagine what you'll do!

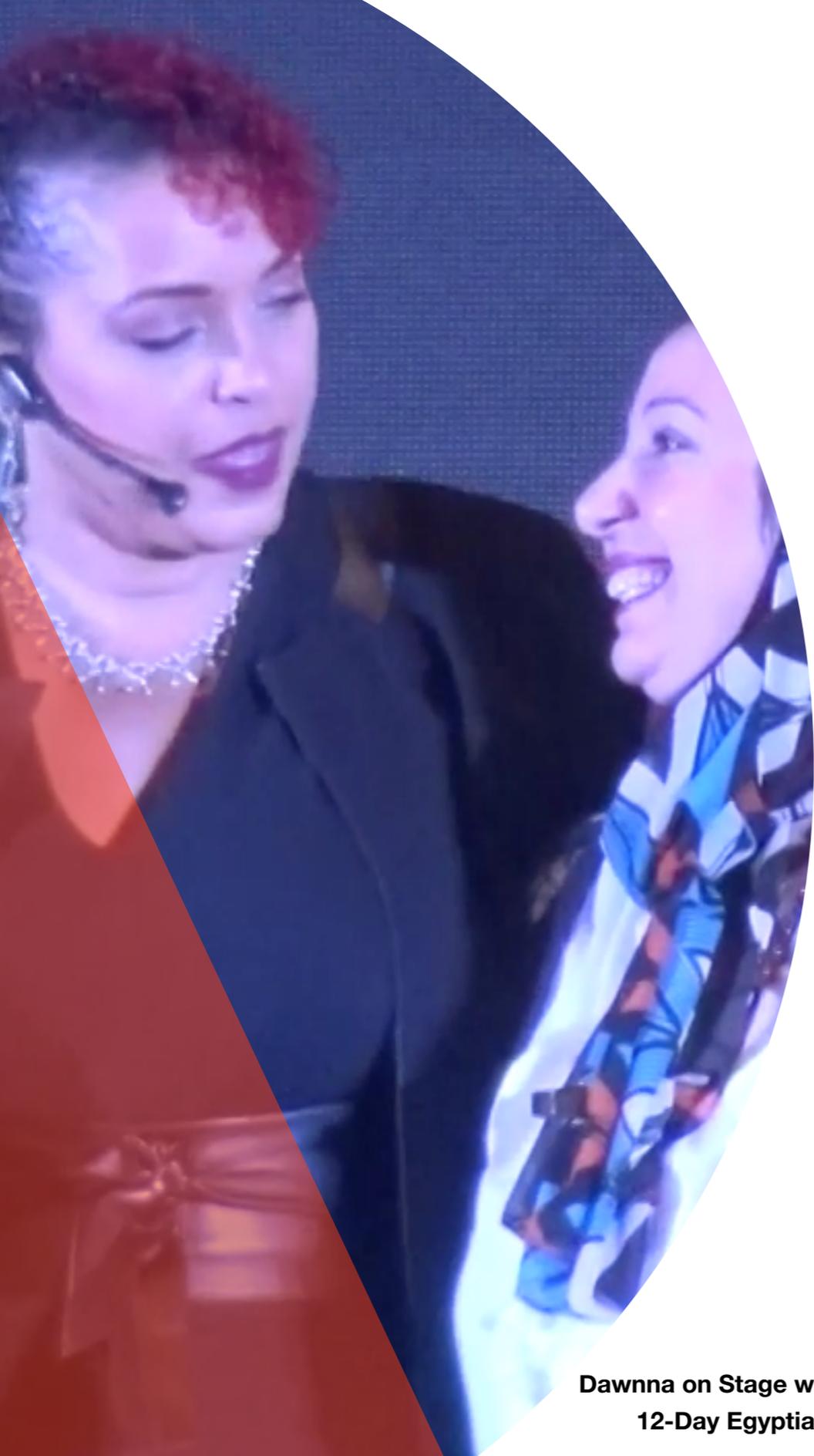
When you Upgrade Your Future to You2.0 you can **pursue that deal** you want...and **get it!** You can take the career you have...and **improve it!** You can take any situation and make it **work in your favor**. You define your next steps to success and take them!

In this hilarious no-holds-barred program, Dawnna shares how cut the anchors, **create the future you want**, and have the testicular fortitude and ovarian **audacity to get it!**



**“I TOOK SO
MANY NOTES
BETWEEN THE
LAUGHTER.
THEN I TOOK
ACTION AND
NEVER LOOKED
BACK!”**

**B.GARRIDO
LEXISNEXIS**



MEET DAWNNA

“I don’t give speeches. Who wants to listen to someone pontificate about their life while podium prowling for 90 minutes.

People want to interact and be a part of the conversation - not just watch it happen to them.

That is why I have a conversation over coffee with a room filled with friends. I just happen to be on stage, wearing a mic, and holding a clicker.

I think it’s why people feel safe; because I create an environment where they can interact, ask questions, get answers, take chances, make changes, come on stage, and create an event that feels like it belongs to them - because it does.”

**Dawnna on Stage with Ama during her
12-Day Egyptian Conference Tour**

DAWNNA HAS DELIVERED THOUSANDS OF IMPACTFUL PROGRAMS

**TO OVER 250K PEOPLE
IN 22 INDUSTRIES
IN 15 DIFFERENT
COUNTRIES**



THE INTERNATIONAL KEYNOTE SPEAKER THAT BRINGS AN AUTHENTIC GAME-CHANGING EDGINESS TO BUSINESS MOTIVATION

You don't find success by sitting back and waiting for things to happen. You embrace change. Take risks. Make mistakes. Get up the next day. And then you go and happen to things!

As an eager participant of the daily rise and grind, Dawnna brings an authentic and edgy humor to the platform.

Dawnna is the perfect balance between engaging and practical; entertaining and results-oriented; fun and impactful. As a keynote speaker, five-time top selling author, successful serial entrepreneur, and well respected leader, Dawnna blends down to earth experiences with an authentically magnetic stage presence that draws you in.

From understanding the powerful mindset of champions to the real science and power of persuasion and influence, Dawnna delivers customized content-rich keynote programs with engaging stories and practical techniques that drive attendees to increase profits, take real action right now, and engage on a deeper level.



HEART-DRIVEN RESULTS

In the midst of her very busy 12-day multi-city 2017 Egypt Tour, Dawnna did several 3-hr sessions for the women of Egypt. She even hired all female AV and staff.

My name is Nada Abil. I would normally never speak up, but this time I had the courage to tell Dawnna that I wanted to get over my fear of public speaking. So, she asked me to read the introduction to her next session. To prepare me Dawnna pulled me on stage to read questions that audience members wrote down in her session. She answered them from the audience. Dawnna gave up her stage to me so I could get over my fear. I never felt alone. When I struggled she coached me on the spot so I could deliver better. I did.

Today, I deliver technical-speeches for our sales team because Dawnna didn't just tell me I could do it, she helped me prove to myself that I could and it changed my life.

Nada Abil

TRAVEL & INVESTMENTS

"Event planning can be tough. There are a thousand balls to juggle, people to keep up with, and magic happening behind the scenes to make it all look seamless. My job is to make your job just a little easier and to ensure that every moment attendees spend with me and in my session is worth it.

So you can expect extra prompt responses, an easy-to-work with personality, no diva demands, and a constant smile. I will go above and beyond to make your job easier.

If you want something - anything, just ask. The answer to an unasked question is always no. There is nothing that can't be figured out.

Ask for what you want. I likely say YES."

DESIGNED FOR YOU

EASY WAYS TO ENGAGE, CUSTOMIZE, & PAY

EVERYTHING YOU NEED

WISE INVESTMENT

PRODUCT	DESCRIPTION	RATE
Single Program	Keynote, Breakout, Etc	\$17K
Half Day	2 Successive Programs	\$20K
Full Day	Any combo of up to 3 items / day	\$22K
Add'l Days	Each Add'l Day	\$17K
4-7 Day Seminar	Up to 6 Hours/day Workshop	\$60K
Domestic Travel	Transport Airfare, Meals, & Incidentals	\$1.5K
International Travel	Transport Airfare, Meals, & Incidentals	\$3.5K

Here's our quick and painless process

Day 1 You get a 3 day tentative hold on you date along with a proposal.

Day 5 You review, sign, and email back the agreement or just pay it.
You can submit 50% payment or **reserve the date in full within 5 days and get 6% off program fees**

Day 5-10 Your date place a permanent hold upon payment.

Days to Event

45 days We have a conversation regarding customization.

30days Tickets are purchased (tickets, trans, etc)
You're notified of travel so you can confirm hotel arrangements.
If required, you pay the remaining 50%.

2 weeks Simple confirmation of the agenda; mic check times, tech, etc.

Travel You stay informed during Dawnna's journey.

After Expenses submitted (if required) and paid within 2 weeks.



Payments

50% of the total invoice amount is due within 5 business of contract agreement to reserve your date. The remaining 50% is due 30 days before event date. All expenses are due within 2 weeks after event date. If you reserve the date in full, you'll receive a 6% discount on program fees. Also, for your convenience we accept all major credit cards.

Checks may be mailed to:

Dawnna St Louis
96 Palin Court
Albany, NY 12110

Travel

Dawnna travels from the East Coast of the US or current event location to arrive the day before her first program delivery. She leaves morning after her last program delivery or that night if flights are available.

Hotel room should be non-smoking in an upgraded executive suite with single king bed or two queen beds providing access to the hotel's club room with a very late check-out if Dawnna is leaving the same day. The hotel room should be in the same hotel as your conference. If your conference is in your office, then the hotel room should be as close to your office as possible. The hotel to should secured by you, the client, and guaranteed for a early arrival and very late

check out. Dawnna will handle all other travel arrangements unless otherwise requested.

Transportation

Dawnna will normally grab an Uber or black car. If you have another preference, please let Dawnna know who will be meeting her.

Images

<http://www.dawnna.com/dawnnaspics.zip>

Stage Details

Bottled water please. Lav mic. Dawnna will use her Mac with Keynote and her own clicker - so place her laptop on a very small table on the stage (think Steve Jobs for Apple presentations). There will be no sound or movies in her presentation. Please have the ability to do split-screen so that Dawnna can use Presenter's View with her laptop and your projector. She will have slides. If there are steps on the side of the stage, please add a handle. Dawnna will likely be wearing black, so a curtain color other than black is preferred.

Note: These are preferences and not written in stone.

Bio - Short:

Starting out as homeless teenager was no excuse for failure; instead it fueled Dawnna St Louis to have the courage to take bigger risks and reap bigger rewards.

Her ultimate reward came in the form of Founder and COO of a \$250m tech consultancy.

Today, as CEO of HighProfitZone.com, Dawnna delivers her business building, sales, and persuasion expertise at immersion retreats for experts who want to become successful entrepreneurs and build thriving businesses; and on stages around the world as a keynote speaker.

Introduction

Dawnna can't stand long, drawn out, introductions, so we are going to sum up Dawnna in just a few words.

Creator of the 7 Secret Triggers to Yes

Creator of the 6ix Business DNA Blueprint

5x Top Selling Author

3x Multi-Million Dollar Entrepreneur

International Top-Rated Speaker who's traveled to over 22 countries and delivered to more than 250k people

And when in question...

Marvel over DC (did you see the Wakanda Soldiers!?)

Star Wars over Star Trek (sorry Spock)

And Twizzlers over Red Vines...

Please jump to your feet and welcome your **MOTIVATOR** and **KEYNOTE SPEAKER**...

**THE BOLD, AUDACIOUS, and UNAPOLOGETIC
MS DAWNNA ST LOUIS!**