Todd SPECIALE

SPEAKER TOPICS & DESCRIPTIONS

Todd Speciale is one of the world's most sought-after sales experts and motivational speakers because he doesn't just teach theory—he teaches what actually works in the real world. He addresses real issues that people face head-on with raw authenticity, forging a deep, emotional connection with every audience. His message is about more than motivation—it's about shifting perspectives, owning your mistakes, and using life's challenges as fuel to take action.

Many people feel stuck, uncertain, and unable to move forward. Todd knows this struggle firsthand. He didn't learn sales, negotiation, or persuasion in a classroom—***he learned it in the streets, where the stakes were real, and the consequences were immediate.*** Growing up hustling in pool halls and running high-stakes, illegal card games for over a decade with no college education, Todd mastered the art of reading people, controlling conversations, and ethically persuading others in ways traditional sales training never teaches. While business schools focus on sales scripts and surface-level techniques, Todd honed his skills in environments where reading body language, anticipating objections before they were spoken, and making split-second psychological adjustments were the difference between winning and losing.

These street-learned skills became the foundation of his rise to the top—taking him from the underground world of high-pressure negotiations to C-level roles for some of the largest brands in the country. Today, those same skills are what Fortune 500 companies, elite sales teams, and business leaders seek him out to learn. Todd's ability to break down complex psychological triggers—like how to shift a prospect from uncertainty to urgency, how to create emotional buy-in before logic takes over, and how to ethically control conversations without manipulation—is what separates him from every other sales trainer out there.

For over 2 decades, Todd has helped top executives, sales teams, and entrepreneurs rewrite their financial futures by mastering real-world sales psychology. His high-energy, no-BS presentations are built on undeniable truths about human behavior, decision-making, and the unspoken rules of influence that most people never realize are shaping their success or failure. His sessions challenge audiences to think differently, embrace their flaws, and turn struggle into strength.

Whether you're hosting an intimate team workshop or a large-scale conference, Todd customizes his talks to fit your audience's needs, creating experiences that are as impactful as they are unforgettable. His mission is simple: to help people tap into their untapped potential, stop using their past as an excuse, and take bold steps toward creating the life they truly want. He's tired of watching talented people let fear and self-doubt hold them back. He pushes his audiences to reimagine failure as an opportunity, own their struggle without letting it define them, and develop the confidence to take massive, calculated action.

Todd doesn't just speak to inspire—he speaks to equip. ***He gives people the real tools, frameworks, and mindset shifts they need to take action long after the event is over.*** His story proves that it doesn't matter where you start; it matters what you do with the knowledge you gain along the way. Thousands of people every year walk away from his trainings with strategies they can immediately implement to level up their business, their sales, and their life.

Here's the good news—if they take action, it works.

If you're looking for a speaker who delivers a message rooted in authenticity, real-world sales expertise, and undeniable impact, then hire Todd Speciale.

Todd
SPECIALE



MINDSET TOPIC

The Mindset of a Sales Professional

How To Stay On Top

Todd Speciale is a highly booked speaker because he addresses real issues that everyone faces head-on with raw authenticity. He builds a genuine connection with each audience member through true emotion while inspiring them to shift perspective, be okay with the mistakes they've made, and use their 'hard' to take action.

The sales industry is ruthless. One day, you're closing deals like a rockstar. The next, you're getting rejected left and right. Most salespeople don't fail because they lack skill—they fail because they lack the right mindset.

Success in sales isn't about talent, luck, or even having the best product. It's about mental toughness, discipline, and the ability to control your emotions when everything feels like it's working against you. Todd knows this better than most. He's been through every high and low you can imagine—coming from the streets, hustling in pool halls, running illegal card games, and clawing his way up to C-level roles in multi-million-dollar companies.

His life experience isn't something you'll find in a textbook. But it's exactly why he understands the struggles salespeople face on a daily basis. He's been broke. He's been doubted. He's faced rejection more times than he can count. But he never let it break him—instead, he used it to fuel his success.

This session will teach you how to develop a bulletproof mindset so you can rise above the mental barriers that keep most salespeople stuck. If you're tired of losing, tired of feeling like you're not good enough, or tired of letting self-doubt control your success—this training is for you.

In this keynote, attendees will be able to:

- Recognize the impact of negativity and self-doubt, understanding that mindset is the foundation of success.
- Learn to actively rewire their thoughts, replacing limiting beliefs with empowering perspectives that drive results.
- Develop resilience by embracing rejection, using failure as a stepping stone rather than a roadblock.
- Understand the power of discipline over regret, acknowledging that the weight of regret is far heavier than the effort of staying committed.
- Gain actionable strategies to transform obstacles into opportunities, ensuring they lead to long-term growth and success.

"Mastering the Mindset for Sales Success" is more than a motivational speech; it's a transformative experience that equips individuals with the mental tools to thrive in sales, business, and life. Todd challenges audiences to stop making excuses, take full ownership of their mindset, and build the confidence necessary to dominate their industry.

Who this topic is for: Sales professionals, business owners, entrepreneurs, and anyone looking to break through mental barriers and maximize their potential.

Formats: Virtual events, sales teams, conferences, kick-off events, associations, colleges, corporate events.



CLOSING TOPIC

The Art of Closing

From Credibility To Authority

From the streets to taking people and companies to 9-figure success in sales—Todd Speciale is a highly booked speaker because he addresses real issues that everyone faces head-on with raw authenticity. He builds a genuine connection with each audience member through true emotion while inspiring them to shift perspective, be okay with the mistakes they've made, and use their 'hard' to take action.

Sales isn't about gimmicks, scripts, or high-pressure tactics—it's about reading people, understanding their motivations, and negotiating with confidence. Todd Speciale didn't learn closing in a corporate training room. He learned it in the streets, in high-stakes poker games, and in pool halls where every deal was real, and every mistake had consequences.

For over 2 decades, Todd ran underground card games and hustled in pool halls, where mastering the art of persuasion, negotiation, and reading body language wasn't just a skill—it was survival. He became a master at spotting hesitation, detecting deception, and knowing exactly when and how to make the perfect close. These aren't just sales tactics; they're psychological strategies that very few people in the business world understand, and they are revolutionizing how closing is taught in corporate sales training today.

Todd took these hard-earned skills and applied them to the sales industry, transforming teams and companies from struggling to dominating their markets. His clients don't just improve their closing ratios—they break records, scale fast, and create undeniable authority in their industries.
This session isn't just about closing deals—it's about becoming an elite closer that people trust, respect, and say "yes" to, without hesitation.

In this keynote, attendees will be able to:

- Recognize the difference between a master closer and a master liar, understanding that credibility is the key to long-term sales success.
- Learn to read people with precision, identifying hesitation, deception, and buying signals before they are verbalized.
- Develop the ability to implement trial closes, tie-downs, and assumptive strategies that lead to effortless, natural closes.
- Understand the psychology of urgency and how to create a buying environment where prospects feel compelled to take action without feeling pressured.
- Gain actionable strategies to position themselves as an authority in their industry, ensuring that clients don't just buy from them—they trust them.

"The Art of Closing" is more than just a sales training—it's a transformative experience that equips individuals with the skills and confidence to become high-level closers. Todd challenges audiences to go beyond traditional sales tactics, master the psychology of influence, and position themselves as the authority in their market.

Who this topic is for: Sales professionals, business owners, entrepreneurs, and anyone looking to master the art of persuasion and closing deals with confidence.

Formats: Virtual events, sales teams, conferences, kick-off events, associations, colleges, corporate events.

TODD SPECIALE

SERVING VS SELLING TOPIC

SERVING vs. SELLING

The MSGA (Make Sales Great Again) Way

Do you sell just to close a deal, or do you sell to serve? That’s a question most salespeople think they answer correctly—but their results say otherwise. Todd Speciale knows firsthand that the key to long-term success in sales isn’t about making a quick buck. It’s about building trust, delivering real value, and turning customers into lifelong advocates.

“Serving vs. Selling” is a transformative session that challenges everything you thought you knew about sales. Todd takes you inside his journey from running the streets, hustling in pool halls, and negotiating high-stakes poker games to becoming one of the most sought-after sales trainers and leadership development specialists in the world. His ability to close wasn’t built on scripts or manipulation—it was built on reading people, understanding what they truly need, and serving them in a way that makes the sale inevitable.

In today’s world, sales has been flooded with gimmicks, high-pressure tactics, and fake promises. That’s why Todd created "Make Sales Great Again"—a movement designed to bring back honesty, integrity, and service-based selling. This session will show you how to stop “chasing” sales and start attracting them by positioning yourself as a trusted authority, not just another salesperson.

In this keynote, attendees will be able to:

- Shift their mindset from transactional selling to relationship-driven success, unlocking long-term profitability.
- Learn how to position themselves as trusted advisors so that clients want to buy from them instead of feeling like they are being "sold."
- Master the psychology of serving, using value-driven techniques to turn hesitant prospects into loyal customers.
- Discover how trust-based sales lead to higher commissions, better client retention, and an unstoppable referral network.
- Develop the ability to close with confidence and integrity, ensuring repeat business and long-term client relationships.

"Serving vs. Selling: The MSGA (Make Sales Great Again) Way" is more than a sales strategy—it’s a transformative experience that redefines the way professionals approach selling. Todd challenges audiences to ditch the outdated, high-pressure tactics and instead adopt a trust-driven approach that builds lasting client relationships and creates sustainable success.

Who this topic is for: Sales professionals, business owners, entrepreneurs, and anyone looking to increase sales while building a reputation based on trust and integrity.

Formats: Virtual events, sales teams, conferences, kick-off events, associations, colleges, corporate events.

WORKED WITH.....

Whether it’s a sold-out conference, an intimate leadership workshop, or a high-energy virtual event, Todd Speciale commands the stage like no other. **He isn’t just another sales speaker—he’s the most powerful and impactful expert in the game.**

His message doesn’t just land—it hits. His insights don’t just inspire—they ignite real change. Attendees leave his sessions not just motivated, but equipped with the tools, mindset, and strategies to dominate in sales, business, and life. When Todd speaks, the impact is undeniable—and the results last long after the event is over. **This isn’t just a keynote—it’s a game-changer.**

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Inquire now through text for a quick response about booking

Text “Speciale Experience” to (321) 291-3419 to chat with the team.

<u>or Fill Out A Short Event Form</u>

