



Boyd
Hoffmann

Helping Teams Turn Authentic
Conversations into Predictable
Conversions

AUDIENCE TAKEAWAYS

- ✓ A repeatable framework for authentic, conversation-driven sales
- ✓ How to align sales and marketing around a unified message
- ✓ Mindset shifts to replace pressure with presence
- ✓ Tools to handle objections and communicate with confidence
- ✓ Renewed confidence to sell authentically and market confidently

Boyd Hoffmann is a Sales & Marketing Speaker, and author of the forthcoming book *Selling Made Simple*. He is also the creator of The C.L.O.S.E.D. Formula™ and The C.O.N.V.E.R.T. Framework™: two proven systems that help professionals sell and market through authentic communication.

With over 10,000 personal sales consultations and \$75 million in sales, Boyd has spent two decades training high-performing teams and speaking nationwide. He teaches that connection always outperforms convincing because clarity and empathy are the true drivers of influence.

Audiences leave his sessions equipped to communicate with confidence, inspire buy-in, and turn ordinary conversations into extraordinary results.

KEYNOTE TOPICS

SELLING MADE SIMPLE:

The C.L.O.S.E.D. Formula™ for Authentic, High-Conversion Conversations

- How to build trust, create clarity, and guide prospects to say yes — without feeling salesy.

CLARITY THAT CONVERTS:

How To Create a Clear Message That Attracts & Converts

- Create clear, story-driven messages that attract the right customers and inspire them to take action using the C.O.N.V.E.R.T. Framework™

OBJECTION HANDLING MADE SIMPLE:

How to Turn Resistance Into Results

- Reframe objections with empathy and clarity to turn rejection into trust.

AUDIENCE FEEDBACK

"Boyd is an amazing and influential communicator. I was able to walk away with several 'nuggets' that I could immediately apply to my business."

– Katherine Lewis

"His approach is very conversational, which resonated with me right away. I appreciate this style because it feels natural and consultative rather than pushy."

– Kajal Patel



Please feel free to reach out for any questions.

Get in Touch!



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