

2021 SPEAKER KIT

 DAMUS•SMITH

**STOP
SELLING
START
COMPELLING**

SALES LEADERSHIP PERFORMANCE

Booking Information contact Renata Conley @
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“Sales, leadership, and performance comes down to one thing. How well do you compel?”

EXECUTIVE SUMMARY

Damus is a business success strategist that helps businesses, associations, and organizations create breakthrough performance by creating memorable moments and unforgettable experiences for their customers, clients, and colleagues. He brings market-relevant skills and experience that he has brought to hundreds of organizations over the past 15 years. Damus is the president of Damus Dynamic LLC a Training and Development company that drives growth with companies of all sizes from small businesses to billion dollar brands.

Damus has worked organizations such as Macys, JC Penny, Art Van Furniture, UAW, Ford Automotive Dealerships, Toyota, and many others. He has been in the trenches and knows what it takes to grow sales, develop your leaders, and ultimately grow your business.



COMPELLED CLIENTS

Finding a speaker to entertain, empower, and educate your team can be challenging, but to find a speaker to keep your team motivated and equipped to apply tangible tools that creates top performers can be exasperating. Damus Smith can help make your next event shine that will leave attendees talking about how dynamic the event was well after the curtain closes. The biggest return is after Damus leaves the stage when your members apply the strategies needed to be a top performer. Listed below are some of Damus's past clients.



VALUE CITY
FURNITURE



TOYOTA

JCPenney



glic+ffa
GREAT LAKES ICE CREAM + FAST FOOD ASSOC.

★macy's

Sears



GARDNER
WHITE
furniture & mattresses



MotorCity
CASINO-HOTEL



Jim Burke Ford

MATTRESSFIRM



COVERT



PalmSpringsMotors



US-Mattress.com®

OUR SERVICES

CUSTOMIZED



KEYNOTE

Tired of the same old messages, and same old dull experiences? Go from "Dull to Dynamic" with memorable keynote presentations that entertains, educates, and empowers. All keynote presentations are customized through interviews with organizers and audience members. Damus's keynotes are offered live or virtually around your specific outcomes for your event!



TRAINING

Half day, Full day, and One year training programs are offered that will help create a lasting change to improve company performance and the company culture fueling business growth. All programs are customized to your company goals, culture, and drivers.



CONSULTING

Diving deep into your organization is the best way to improve performance. You will gain clarity and understanding on what actions are needed to take your business to the next level. Damus and his team will develop a comprehensive customized strategy that your organization can use to grow your business.

SALES PROGRAM

STOP SELLING START COMPELLING

Are you compelling your customers? Are your sales professionals, sales teams, and every part of your organization creating unforgettable experiences that's so compelling that customers cannot resist what you're offering? This entertaining, yet educational program is ideal for groups who desire to grow their sales, increase influence, and create a shift from the old traditional way of selling and embark on a new journey of compelling. In order to compete and win in today's economy customers must be so compelled that they only want to buy from you. Damus explores proven methods of today's top producers, and organizations then offers the audience practical ideas they can immediately put into practice to achieve business growth.

“CREATE COMPELLED CUSTOMERS”



ATTENDEES WILL...

- Learn how to gain a deep understanding of their target customers and bring it top of mind.
- Learn how to create unforgettable experiences that compels the customers to buy only from you.
- Explore the evolution of customers today and their buying behavior.
- Understand the shift in seller competency that's needed to compete in today's economy.

Damus also specializes in growing sales with



MULTICULTURAL



WOMEN



MULTIGENERATIONAL

DIVERSITY SALES PROGRAM

DIVERSITY HAS FAILED WHEN MULTICULTURAL CUSTOMERS AREN'T COMPELLED

This keynote is designed to help your organization create compelled customers by becoming culturally competent when dealing with customers of different backgrounds. After the session your staff will be able to interact effectively with people from different cultures. They will leave with the understanding of their own cultural worldview, knowledge of other cultural practices, worldviews, tolerant attitudes towards cultural differences, and develop cross-cultural skills.

“COMPEL CULTURES”



ATTENDEES WILL...

- Embrace diversity and use it to grow business and create a healthier work environment.
- Learn how to create unforgettable experiences for customers of different background
- Learn how to communicate and connect with Multicultural customers
- Increase cultural competency
- Understanding the Influence Of unconscious bias and Stereotypes

"Damus opened our eyes to the hidden biases we have that can effect the experience we create for our customers."



-STEVE BLANCHARD- GENERAL MANAGER JOE MYERS FORD

LEADERSHIP PROGRAM

LEADERS EXCEL WHEN THEY START TO COMPEL

Are your employees compelled? The traditional way of leading is giving way to a more people centered driven way of leadership. In today's world with the age of the internet and social media employees are becoming more disconnected when it comes to being motivated and following leadership. In this powerful keynote Damus shows your leaders how to increase their influence and take a collaborative approach that compels their teams to want to follow their leadership. The key is learning to communicate, but communicate in a way that compels not repels. Instead of leading with an iron fist by telling employees what to do start compelling employees to follow you. Imagine if you had employees asking what more they can do for the organization? Well in this program Damus will give you the *"Compelling Keys to Compel Your Employees."*

"CREATE COMPELLING COMMUNICATION"



ATTENDEES WILL...

- Develop critical thinking tools that will help you become a better leader.
- Learn how to create a culture of performance and accountability.
- Learn communication tools that will help you communicate effectively, motivate your team, and ultimately become a better leader.
- Learn emotional Intelligence on how to connect and become a better leader.

"The sale staff loved Damus. He was upbeat and kept everybody engaged. The program was very impactful."



-SCOTT SIMMERS GENERAL MANAGER PALM SPRINGS FORD

HIGH PERFORMANCE PROGRAM

BUSINESSES HAVE FAILED WHEN EMPLOYEES AREN'T COMPELLED

We all have this power we possess but sadly we don't access. The people that are excelling in today's world have learned how to tap into the power that allows them to overcome obstacles and charge forward in the face of opposition. Damus will teach and demonstrate to you and your team the "Forces of Dynamics" that will get your team to develop a high performance mindset, stay motivated, and recharge their human battery.

“ELEVATE YOUR LIFE, CAREER, AND BUSINESS TO THE NEXT LEVEL”



ATTENDEES WILL...

- Learn how to create a belief system that repels negativity and produces positive activity.
- Learn how to give the effort you need in order to succeed.
- Learn how to recognize, manage, and tap into resources that improves your productivity
- Learn how to be more effective, work more efficient, and deliver better results.
- Learn how to adapt, adjust, and excel in the new economy.

"Damus was amazing. He did a wonderful job. Everything from beginning to end. He really inspired all of our members. Thank you Damus!"



- AARON MOORE- PRESIDENT GREAT LAKES ICE CREAM ASSOCIATION

PROCESS

When you hire Damus for your next event you're not just getting another keynote speaker. You are getting an experience that gives your audience deliverables that helps move the needle. The process starts before, during, and even after he leaves the stage.

Phase 1- Consultation

- **Assessment-** Before we begin the process our work starts with a deep understanding of your specific needs, your audience needs, and outcome you desire. We will analyze first-hand, what is needed for your organization in order to tailor our keynote to your audience and ensure your event is a success.
- **Pre-Promotional Video-** Damus will make a promotional video to market the event and get members excited and help increase registration. You can post the video on your website, social media, or email attendees.

Phase 2- Communication

- **Interactive Keynote-** This is where the action begins. Your program is launched in the form of a keynote speech that is tailored to meet your goals and objectives.
- **PDF Printouts-** Audience will receive a pdf printout of the presentation to help reinforce key points.
- **Books-** Damus will sign copies of his books after his presentation. You can either purchase signed copies for your audience in advance, or he will personally sign each copy after the event and have them available for purchase.

Phase 3- Continuation

- **Post Promotional Video-** A customized video of the event will be provided to send out to all attendees thanking audience members and reinforcing his keynote message.
- **Dedicated Email Address-** Damus will have a dedicated email address for attendees to submit questions after the keynote.
- **Optional add-ons-** 30 Day mobile learning challenge, breakout sessions, and online training access, can be added as well to reinforce keynotes programs.

CLIENT RESULTS

PROBLEM

Bruce Rosard wanted a speaker to bring something different to his event. He wanted someone with a different approach to sales and bring high content and high energy to their conference showing attendees how they can increase sales at their resorts and retail stores. He needed someone to provide a 30 minute power packed keynote in 30 minutes and unpack it in a 2 hour breakout session.

OUTCOME

The meeting planner was amazed. Resort owners in attendance learned how to compel their customers. As a result several resorts have reached out to our team to come in and train their staff at their resorts. Resort owners across the country have asked Damus to come speak at their event, and Michigan's own Crystal Mountains will be bringing Damus in to train their employees this year.



BRUCE ROSARD- MOUNTAIN TRAVEL SYPOSIUM

"Damus Smith was really, really great. I didn't realize he was such a poet! He uses his poetry to show you how to get better at sales!"

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CLIENT RESULTS

PROBLEM

The National Notary Association wanted a keynote speaker to come in and motivate their members and give them tangible takeaways that will help them grow their business. They wanted energy but they wanted someone to speak their language and understand their industry.

OUTCOME

The meeting planner was blown away with the amount of research our team did to speak directly to their industry and audience. After the presentation he had so many compliments about hiring our team. We made the meeting planner look like a rock star as you will see from this video.



CRAIG TEW- NATIONAL NOTARY ASSOCIATION

"Damus was amazing! Five star rating I would hire him again in a heartbeat"



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CREDENTIALS



Famous Damus is an internationally celebrated speaker, author, and consultant that helps organizations excel by learning how to compel. Damus helps organizations create breakthrough performance by creating memorable moments and unforgettable experiences for their customers that give them not just a competitive advantage but a compelling advantage over their competition. Damus understands the challenges business leaders and professionals face on the path to success. He has spent almost two decades helping organizations increase sales, improve leadership, and elevate employee performance. He's been in the trenches running his own business since the age of 18 when he started his first business to help pay for his college tuition. Damus knows what perseverance and determination truly mean. He understands the highs and lows of being in business and working in corporate America. During his career as a business owner he accumulated over \$100,000 of debt, and in his sales career he was fired from his corporate job as a retail sales specialist. Not accepting defeat Damus sold his way out of over \$100,000 debt to become a successful debt free entrepreneur today. He also compelled the same company that fired him to re-hire him where he became the top sales specialist within the organization, and had the courage to walk away from his high paying job as a retail sales specialist to start several successful businesses today. Damus has gained invaluable knowledge that he shares with business professionals around the world!

Damus has excelled in his professional career as a Retail Sales Specialist and Strategic Account Manager for almost two decades where he has won numerous awards for being a top performer helping exceed sales goals for retailers across the country. He has excelled as a Strategic Account Manager dealing with the challenges of motivating people, improving employee performance, and effectively leading people. Since 2001 Damus has trained and educated thousands of sales professionals, managers, and small business owners. He has worked with businesses such as Macys, Sears, JC Penny, Art Van Furniture, UAW, Ford Automotive Dealerships, Motor City Casino, Toyota, Blue Cross Blue Shield, Integrated Manufacturing Assembly and many more. He has helped these organizations increase their sales, improve their leadership, and create a company culture where everyone is valued.

Damus has gained insight on how to help improve performance for organizations who feel they can and should be doing more with their people and the resources they have. Today he is the president of Damus Dynamic LLC a Training and Development Company and the owner of a real estate development company. Having corporate success, entrepreneur success, and invaluable life learning lessons gives Damus the experience and knowledge to help make your next event Dynamic! He walks it like he talks it! He gets to know his client's needs, goals, and challenges, so your keynote presentation is customized creating memorable moments, unforgettable experiences, and tangible tools that make an immediate impact at your event!

CONTACT DAMUS!



Our team would love to chat with you about your events. You can chat with Damus directly or with Renata our Business Development Director. Looking forward to making your event the best event ever!

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