



# DAVID HOFFELD

#1 AUTHORITY ON SELLING WITH PROVEN SCIENCE®

## TAKE YOUR SALES TO THE NEXT LEVEL

**David Hoffeld** is the CEO and Chief Sales Trainer of Hoffeld Group and is the author of the groundbreaking book, *The Science of Selling*. He created a revolutionary sales approach based on neuroscience and behavioral science that radically increases sales. Because of the results his insights generate, he's lectured at Harvard Business School and has been featured in *Fast Company*, *Fortune*, *U.S. News and World Report*, *The Wall Street Journal*, *INC*, *Forbes*, *Harvard Business Review*, CBS Radio, Fox News Radio and more.

## POPULAR PRESENTATION TOPICS

### The Science of Selling

The findings of neuroscience and behavioral science have transformed what is known about how buying decisions are generated. In this presentation, David reveals practical strategies that will guide you in better serving your buyers by aligning how you sell with how the brain is wired to buy.

### The Cost of Success Is Paid Upfront

In this moving presentation, David shares both personal experiences and scientific evidence that discloses the beliefs and behaviors that empower sales people to use obstacles as stepping stones to greatness.

### The Real Science of Success

Success is not an accident. For decades behavioral scientists have studied the causal factors that govern success. Using this research as his foundation, David reveals actionable insights that will guide the audience in creating the life they desire.

### The New Rules of Sales

The world of selling has changed. Sales people now sell in a complex, hyper-competitive marketplace. David discloses the new rules of selling that sales people must master to thrive in today's challenging selling climate.

### Seven Scientifically Proven Influence Strategies

There have been decades of scientific research that has uncovered the specific behaviors that generate influence. Leveraging these scientific breakthroughs, David communicates five practical, easy-to-execute, science-based influence strategies that will guide you in significantly improving your ability to influence others.

**HG | HOFFELD GROUP**  
Proven Science for Successful Selling®

## TO LEARN MORE OR BOOK DAVID FOR YOUR NEXT EVENT

 952 – 737 – 1660

 david.hoffeld@HoffeldGroup.com

 @DavidHoffeld

 www.linkedin.com/in/davidhoffeld

 HoffeldGroup.com

## NEVER BORING, ALWAYS ENGAGING

Audiences rave about David's entertaining presentation style. He weaves humor, stories, and science together in a way that engages the audience and provides them with proven strategies they can use immediately.

Whether delivering a keynote, speaking at a sales conference or leading a kick-off meeting, David does not believe in canned presentations. Every audience is different and as a result each presentation is customized so it delivers the precise message that the audience needs to propel them towards success.



## RAVE REVIEWS

"David Hoffeld has a true research foundation and practical approach. He helps firms separate signal from noise in their selling, training and business development activities."

- Frank Cespedes, Harvard Business School

"David is a phenomenal presenter!" - Matthew Berg, Microsoft

"David Hoffeld is a pioneer when it comes to connecting selling with science."

- Gerhard Gschwandtner, CEO at Selling Power

"Sales trainer David Hoffeld has built his selling methods on a solid foundation of science. Let his research-based insights into why people buy help you increase sales and retain loyal customers."

- Daniel H. Pink, author of *To Sell Is Human*

"David Hoffeld is a genuine sales expert who offers evidence-based sales strategies that provide real solutions to the challenges that salespeople face."

- Dave Stein, Principal at ES Research Group

David has been a top performing sales person and sales leader. He earned a Master's Degree and studied sales at Harvard Business School. His expertise in both selling and behavioral science equips him to understand what it takes to successfully sell in today's hyper-competitive marketplace.

Because of David's sought after perspective, he has attracted clients ranging from small businesses to Fortune 500 companies.

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**MEMBER**  
**NSA**  
NATIONAL SPEAKERS ASSOCIATION

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 @DavidHoffeld

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