



# DAVID HOFFELD

#1 authority on selling with proven science

## Take Your Sales to the Next Level

David Hoffeld is the author of the bestselling book, *The Science of Selling*. He created a groundbreaking 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*, *Forbes*, *Harvard Business Review*, *CBS Radio* and more.

## Popular Keynotes & Workshops

### THE SCIENCE OF SELLING

In this popular talk, David reveals actionable insights on how you can better serve your potential clients by aligning how you sell with how their brains are wired to perceive value and form confident buying decisions.

### THE RULES OF SALES INFLUENCE

This entertaining workshop will show you how to use the rules of influence to help you become more influential and gain deeper levels of acceptance for your ideas, products or services.

### THE NEW SCIENCE OF SUCCESS

In this workshop, you will learn the qualities scientifically-proven to drive high achievement. David will share personal stories that will guide you into experiencing greater levels of success.

### THE SCIENCE OF SALES LEADERSHIP

In this workshop, David shares science-based sales management principles that will equip you to hire the right salespeople and conduct coaching sessions that generate massive results.

### CUSTOM PRESENTATIONS

Nothing catch your eye? David specializes in custom, audience-specific talks. He'll work with you to find the best way to motivate, inform and inspire your people.

📞 952 - 737 - 1660

🐦 @DavidHoffeld

🌐 HoffeldGroup.com

✉️ david.hoffeld@HoffeldGroup.com

🌐 www.linkedin.com/in/davidhoffeld

Page 1

# 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.



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.

## 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