

2026 KEYNOTES

MESSAGES THAT
DELIVER RESULTS
FOR PROFESSIONALS

Presented by Richard Weylman, CPAE

- Hall of Fame Inducted Keynote Speaker
- Customer Experience Hall of Fame Inducted Strategist
- Personalized for your group. 45- to 50-minute in length plus Q/A.

The Relationship Revolution: Why Sales Are No Longer Enough for Business Success

Traditional transactional selling is obsolete. Today's most successful businesses grow through one powerful shift—*genuine relationship building*. It's not just a mindset; it's a proven path to permanent growth and success.

Based on Richard's international bestseller—*100 Proven Ways to Acquire & Keep Clients for Life!* (recognized by Forbes as one of the Top 10 Business Books)—this high-impact message delivers actionable takeaways and these prescriptive strategies:

- What today's buyers of any product or service truly want—and why it matters.
- The critical link between authentic relationships and new market opportunities.
- How to develop rock-solid relationships that withstand pressure from any competitor with a transactional mindset.

Target Marketing: The Foundation for a Sustainable Business

Trying to appeal to everyone is just not effective—and honestly, it wastes time and energy. Instead of chasing numbers, the key lies in filling the pipeline with the *right* prospects. Target Marketing prioritizes relevance, connection, and value—empowering professionals to build meaningful relationships, drive impactful results, and achieve sustainable growth beyond their so-called “natural market.”

Based on Richard's international bestseller—*Opening Closed Doors: Keys to Reaching Hard-to-Reach People*—this high-impact message reveals:

- How today's buyers network and communicate around their passions and interests.
- Best practices to help sales professionals identify their best target markets (networks).
- The powerful relational levers that turn connections into sustainable, thriving markets.



The Experience Economy: Creating Delighted Advocates Who Fuel Growth

Most remain content with “satisfied” clients—but *delighted advocacy* is a far greater engine of ROI and loyalty. Delighted advocacy comes from the experiences clients have, not from the products or services they buy.

Inducted into the *Customer Hall of Fame* for his innovative yet practical methods of fostering deep client connections and loyalty, Richard actionable message provides these prescriptive key takeaways:

- How a client’s or prospect’s overall experience shapes their value perception.
- Why a consistently elevated experience makes your business “remark-worthy.”
- Proven tactics to elevate client experiences, create emotional chemistry, strengthen relationships, inspire repeat business, and build delighted advocacy.

Lifetime Value Unlocked: Communicating Your Value to Become a Market Leader

Too often, in the pursuit of a sale or the focus on quick wins, your most powerful asset is overlooked—the lifetime value of every client. This message reveals the power of personalized, human touchpoints—and provides innovative strategies and proven tactics to communicate your value and give you an unbeatable competitive edge.

Based on Richard’s *CEO Read* bestseller (available in seven languages), *The Power of Why – Breaking Out in a Competitive Marketplace*, this message delivers these actionable strategies:

- Position yourself instantly as the trusted solution provider.
- Build authentic relationships that open lasting opportunities.
- Communicate your value through your buyers lens—so you become their clear provider of choice.

Overcoming Challenges: Unlocking Your True Potential

We all experience various stumbling blocks and challenges—in business and in life. The key is: how quickly and effectively can we recover?

Orphaned at age six, living in nineteen foster homes, and surviving cancer, Richard used many of the same key success factors that helped Michael Jordan, Jeff Bezos, Oprah Winfrey, Bill Parcells, and even J.K. Rowling overcome obstacles and achieve their true potential. Richard’s personal learnings—and theirs—will inspire and lead your team to accomplish more than they ever thought possible. Specifically, key takeaways include:

- The three powerful actions to create personal and professional growth.
- How to achieve momentum in your business and gain sustainable velocity.
- How to determine where you are now and identify the changes needed to achieve your full potential.
- How to practice self-discipline over self-indulgence.

OTHER TOPICS AND PRESENTATIONS ARE AVAILABLE UPON REQUEST, INCLUDING:

Recruiting Women and Multicultural Advisors | Leading The Multiple Generations Successfully

Watch sample videos on my website: <https://richardweylman.com/videos/>