

Alex Banayan

Entrepreneur, Forbes' 30 Under 30, Bestselling Author of "The Third Door"

EXPONENTIAL GROWTH THROUGH THE THIRD DOOR: How to Think Differently, Transform your Business, and Achieve Your Most Important Goals.

We all face rejection. We all deal with fear. Whether it's in our personal lives or careers, there are always dozens of obstacles holding us back from achieving our biggest goals.

But it doesn't have to be that way. There are certain mindsets and tools that can not only clear the obstacles along your path, but can also add rocket fuel to your success. After spending seven years researching and interviewing the most successful people on earth, bestselling author Alex Banayan's widely-acclaimed Third Door™ framework can help any organization achieve its goals and radically accelerate its overall success.

In this riveting keynote, Banayan takes audiences on an unprecedented adventure, from hacking *The Price Is Right* to chasing Larry King through a grocery store to the multi-year quest to learn from Bill Gates and Lady Gaga. Alongside these larger-than-life stories, Banayan takes the principles from his bestselling book *The Third Door* and pushes them to a whole new level, making them practical and applicable for organizations of all sizes.

This powerful presentation teaches you how to become:

- More resilient
- More persistent
- More committed to growth
- And more capable of achieving your company's biggest objectives

This wildly-entertaining keynote is packed with insights and lessons guaranteed to transform any organization to believe that, no matter what obstacles it's facing... *there's always a way.*

THERE'S ALWAYS A WAY: How to Cultivate Resilient, Focused, and Energized Teams During Uncertain Times.

The pace of change in the business world is faster than ever before.

It has never been more critical to an organization's survival for teams to cultivate a DNA of resiliency, perseverance, and solution-orientated problem solving.

In this empowering keynote, bestselling author Alex Banayan masterfully decodes the most critical and elusive skills needed for any organization to cultivate the mindsets of exponential growth, particularly during times of rapid change and uncertainty.

After interviews with Bill Gates, Steve Wozniak, and dozens more of the world's most innovative leaders, Banayan uncovered that there are fundamental skills that every organization needs—but that most people don't talk about—to achieve their biggest goals during disruptive times. This keynote covers it all, with lessons including:

- How do you transform persistence from being an esoteric word to being a living, breathing part of your day-to-day culture?
- What are the unspoken dangers of *over*-persistence and how can you prevent them at your organization?
- Why is the opposite of success *not* failure—and how does that shift in mindset help your employees take more risks and grow exponentially?
- What's the surprising difference between fearlessness and courage—and why does that critical difference lead to consistent breakthroughs in organizations of all sizes?

If you care about elevating your business—if you care about your employees being more resilient, more courageous, and more capable of making smart, innovative decisions—this keynote is what you've been waiting for.

THIRD DOOR STORYTELLING FOR BUSINESS GROWTH: How to Re-Energize Your Sales, Marketing, and Business Development Efforts Using the 5 Keys of Radically Compelling Stories.

The world has never been noisier.

So how do you command the attention of your customers, sales prospects, or industry at-large? And once you have their attention, how do you transform those customers into lifelong advocates for you and your business?

After a decade of researching the world's most successful leaders and organizations, bestselling author Alex Banayan uncovered what the single most underrated skill is that can radically boost the growth of any company's sales, marketing, or business development efforts.

The secret is storytelling—but not just any kind. Banayan's research led him to decode the keys to remarkably compelling, gripping, and emotional storytelling that can be used by businesses of all sizes to supercharge their goals. This is a specific, teachable skill set that can transform prospects into blue-chip clients and customers into evangelists, and can inject an entirely new sense of possibility into the DNA of your company culture.

Drawing from his years of research and the international success of *The Third Door's* unique narrative style, Banayan distills in this keynote how anyone in your organization—from C-suite executives to your newest team members—can use these five elements to transform your business.

Because at the end of the day, everything in life and business comes down to a story. And it's time your organization uses that to its advantage.

THE THIRD DOOR FOR SALES: How to Re-Train and Re-Invigorate Your Sales Team to Find a Way Through Any Door.

What happens when some of the hardest-to-reach people are your prospects? How does a sales team persevere through the inevitable onslaught of rejections?

Sometimes sales pipelines feel like pipedreams. Often weeks and months are spent on a deal, only for it to fall through at the last minute. Over time, the sting of rejection can multiply until it becomes crippling.

After seven years of learning directly from the most successful entrepreneurs on earth, bestselling author Alex Banayan gained invaluable sales lessons from Microsoft founder Bill Gates, Zappos CEO Tony Hsieh, and dozens more.

In this empowering keynote, Banayan encourages teams to deploy new approaches to establishing relationships with leads so that you're more than just another name in an inbox, from re-imagining prospect meetings to making a lasting impression. His presentation also sheds light on new frameworks to view rejections and failures, offering surprising insights on what to do next.

Audiences come away with practical tools to apply the Third Door™ framework to their sales process, including:

- Finding your “Inside Man”
- Overcoming “The Flinch”
- Utilizing “Borrowed Credibility”
- The surprising science of cold emails

From Larry King's interviewing secrets that help warm up prospects to Quincy Jones' key to continued growth and success, this keynote is for any sales team serious about taking their results to the next level.