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CHARMAINE KEEGAN

SALES, COMMUNICATION, INFLUENCE & MINDSET

Charmaine Keegan – Transformational Sales Expert Speaker, Trainer, Sales Influencer, Director and Founder of Smarter Selling

Sales is the oxygen and lifeblood of any business.

For over 30 years, Charmaine Keegan has been a recognised leading sales expert transforming how professionals' approach modern sales through the powerful intersection of mindset, communication, and commercial savviness.

During her formidable international high-performance sales career, Charmaine has trained and inspired over 35,000 professionals worldwide. As a certified trainer in multiple modalities including NLP, Hypnotherapy, Timeline Therapy, Myers-Briggs, Situational Leadership, and Extended DISC, Charmaine translates complex behavioural insights into practical sales techniques.

Her profound sales knowledge is centred on deep understanding of:

- Client buying strategies and decision-making styles
- Behaviours that distinguish top-performing sales professionals
- Unconscious communication patterns and underlying beliefs

Pragmatic by nature and having 'walked the walk,' Charmaine delivers high-impact, thought-provoking content that challenges conventional thinking. Her keynotes and workshop sessions seamlessly blend proven sales methodologies with latest neuroscience insights to unlock personal and professional potential.

Audiences are captivated by her dynamic, informal style—memorably rich with humour, relevance, and expertise. She empowers professionals to:

- Embrace sales with integrity and authenticity
- Build collaborative relationships that drive business growth
- Become Subject Matter Experts, Authorities in their Field, and **Trusted Advisors**

A sought-after keynote speaker, panellist, and content contributor across Australia and abroad, Charmaine has authored over 20 eBooks and serves as a spokesperson for leading sales platforms.

Charmaine does more than connect with an audience—she catalyses transformative experiences that inspire confidence and equip people with sophisticated frameworks, actionable tools and strategies that yield immediate and lasting results.

Charmaine's Topic Expertise Areas:

- High-Performance Sales Psychology
- Advanced Communication Strategies
- Mindset and Belief Transformation
- Leadership Development
- Interpersonal Dynamics

Charmaine's Signature Speaking Style:

- Energizing and Inspirational
- Practical and Actionable Insights
- Motivational and Thought-Provoking Content
- Interactive and Authentic
- Transformational Learning Experiences

Charmaine's Distinctive Credentials:

- Internationally acclaimed sales expert
- Certified trainer in NLP, Hypnotherapy, Timeline Therapy
- Accredited Myers-Briggs, Situational Leadership, and Extended DISC specialist
- Author of 20+ eBooks
- 30+ years of hands-on, proven track record in sales and leadership



Charmaine's Keynote & Workshop Topics include:

- Clients Buy from Trusted Advisors
- From Sales Team to Growth Force: Successful Sales & Business Development Strategies
- Reading & Motivating Different Personality Types: The Power of Understanding People
- NLP & The Neuroscience of Communication & Influence: Rewire Your Sales
- Converting Roadblocks to Revenue: Embracing Objections as Opportunities
- Body Language: The Secret Language of Cues
- Understanding your Client's Buying & Decision-Making Strategy
- Power of Language
- Mindset, Beliefs and Projections - Shaping your Personal & Professional Success
- Winning Presentations
- Pitch to Win
- Smarter Negotiation
- Navigating the Modern Sales Landscape
- Core behaviours & Traits of High Performing Salespeople
- Intergenerational Sales & Communication Styles: Baby Boomers, Gen X, Millennials & Gen Z
- Influencing Multiple Decision Makers
- Power of Questions and How to Truly Listen
- Emotional Intelligence in Sales
- Understanding the Sales Journey & Influencing at each Stage

Showreel Links (downloadable videos):

[Charmaine Keegan Sizzle Reel \(158sec\)](#)

[Charmaine Keegan Showreel \(240sec\)](#)

"... Charmaine not only informs...she orchestrates an experience..."