



Charismatic Communications Since 1988



Connect Emotionally to Your Prospects and Sell with Charisma!

A Brand New Sales Approach

From The Death of a Salesman to the Birth of Charismatic Influence
Become Charismatic and Compelling, Instead of Just Selling!

You have to sell yourself first before you can sell anything.

Salespeople who have integrated “The 8 Elements of Charismatic Influence” are much more effective at connecting emotionally with their prospects...the place where ALL sales are made.

Charismatically Influence & Persuade to Close More Sales!

- Take control of the entire sales process by connecting emotionally with your prospect’s right brain
- Master the 3 C’s for sales success: confidence, congruence and charisma
- Adjust your state of mind to make more sales and maintain continuous optimism
- Re-spark your personal brand to create a more confident, influential and powerful presence

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“Ellen Looyen was outstanding!

She is clearly an expert at Sales and Personal Brand Management. Her keynote presentation was full of practical takeaways to close more sales and grow our businesses; and the feedback was unanimously positive.”

Patrick Schwerdtfeger, Founder
Small Business Academy

“I doubled my business...
...and my confidence and charismatic influence, after taking Ellen’s sales training and mentoring program!”

Sarah Tolson, Certified Financial Planner, Mass Mutual

“Ellen captured the audience with her very engaging style...
We could have spent a full day listening to what she had to say, re: reshaping our personal brands. As a result of her engaging talk, many participants are rethinking themselves in terms of what they have to sell and how they are going to do that.”

Francica Baez Guzman
Head of Global Inclusive Diversity, Visa Inc.

Ellen will gladly customize any Keynote or sales conference breakout talk, sales training or coaching and mentoring program to the needs and timeframes of your organization.

“Charismatic influence is the secret sauce for becoming a more persuasive salesperson. As a sales & marketing insider, I will share my proven formula for disarming your prospects, closing more sales and opening long-term relationships.”

Ellen Looyen was one of the first women in Sales at IBM and later at Xerox, where she was a top-producing sales rep, sales manager and sales trainer. In her own branding and sales consultancy since 1988, Ellen has branded divisions of major corporations, launched countless startups and has helped all types of sales people enhance their sales performance. Ellen is the author of “Branding with Charisma” and is the brand commentator on San Francisco’s #1 radio station. She is also the communications expert in the best-selling book “Get Clients Now.” Some of Ellen’s clients include: Goldman Sachs, Visa, Chevron and Kaiser Permanente.