

# Selling with Resonance

## *The Modern Playbook for Trust-Driven, High-Impact Selling*

In today's market, buyers aren't convinced by the words — they're convinced by the experience of you.

**Selling with Resonance™** shows sales teams how to win trust in seconds and deals that last. The secret isn't more calls. It's not about better scripts. It's not about slicker presentations.

It's **Resonance**—the deeper force that shapes how the message is felt, received, and acted on.

At its core, *Selling with Resonance™* equips sales professionals to deliver messages that are **clearly heard, deeply felt, and fully trusted** — the foundation of real influence.

Scott Ramey brings a singular perspective to the stage—shaped by two decades as an EVP and SVP inside Fortune 100 companies, where he led thousands and helped raise billions in revenue.

Now, drawing from that executive experience—alongside insights from thousands of high-performing sales interactions and cutting-edge decision science—Scott reveals a proven methodology built for today's market.

The key isn't to just perfect your pitch or learn new closing techniques, it is about mastering the real mechanics of influence—how trust is built, how decisions are made, and how authentic connection converts into revenue.

In an era of longer sales cycles and rising buyer skepticism, **Resonance** isn't just a competitive edge—it's a revenue imperative.

### **What Your Team Will Learn:**

- A neuroscience-backed framework for building trust faster and reducing buyer hesitation by up to 40%
- Research-proven techniques for cutting through market noise without adding to it—driving higher response rates and more qualified conversations
- A repeatable message architecture that brings clarity and structure to high-stakes conversations, resulting in shorter sales cycles
- Strategic methods for turning routine touchpoints into powerful moments of connection that accelerate deal progression
- Data-driven insights into why emotional tone is your most underutilized sales tool—and how to deploy it with precision

### **Ideal For Organizations That Want To:**

- Exceed revenue targets while building sustainable, relationship-based growth
- Equip their teams to sell with conviction and consistency, not just charisma
- Create competitive differentiation in saturated markets through authentic influence
- Build customer relationships that drive both immediate sales and long-term loyalty
- Your team won't just sell more — they'll sell in a way buyers **believe in and act on**.

## Scott's Keynotes

### The Courage to Be Real

*The Leadership Advantage No Strategy or Script Can Replace*

### Selling with Resonance

*The Modern Playbook for Trust-Driven, High-Impact Selling*

### Resonance Based Leadership™

*The Playbook for Clear, Calm, and Compelling Leadership in a Distracted World*

### Communicate with Resonance™

*The Leadership Multiplier for High-Stakes Moments, Clarity, and Real Influence*

LEARN MORE



## About Scott Ramey

For two decades, Scott Ramey lived in the corporate arena—driving sales, analyzing for investors, steering teams through relentless change. He hit targets, crushed goals, and checked every box that mattered on paper.

But something was missing.

Scott helps high-capacity leaders like you master the art of resonance. Because when leaders resonate, teams ignite, trust multiplies, and results transform.

Ready to transform your  
next event into a moment  
that matters?

CONNECT WITH SCOTT



Learn more at

[WWW.THESCOTTRAMEY.COM](http://WWW.THESCOTTRAMEY.COM)

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