

## CAREER SPANNING OVER THREE DECADES GUIDING LEADERS, SALES & TEAMS TO SPEAK LIKE A WISE CEO *Be A Speaking Genius In Conversations, Public Speaking, Rough & Tough Talks*

### POWER OF HIGH-STAKES COMMUNICATION

Your communication defines your leadership, sales, and team impact. Communication determines leadership effectiveness, sales impact, and team performance. In boardrooms, sales pitches, and high-pressure discussions, the ability to speak with clarity and influence separates those who lead from those who follow.

Rohit Bassi equips professionals with the tools to master high-stakes conversations. With 30+ years of experience across 21+ countries, he has helped leaders, sales and corporate teams sharpen their ability to persuade, lead, and collaborate with impact. His keynotes deliver real-world results that drive success.

Rohit has delivered sessions for brands like Honeywell, Oracle, World Bank, and many more guiding professionals in transforming communication into a strategic advantage. His approach is built on the 4Cs: Courage, Clarity, Conviction, and Compassion.



### WHY HIRE ROHIT BASSI?

- 30+ Years of Experience - educating leaders, sales and teams
- Spoken in 21+ countries to 51+ nationalities
- Featured on **TED** & is part of the National Academy of Best-Selling Authors®

### Clients Have Achieved:

- Closed deals worth millions in revenue
- Improved influence and persuasion skills by over 80%
- Strengthened resilience and adaptability under pressure

*"He identified with his audience and communicated in their language."* Tim Forster, Head of UK Recruitment, PwC – UK

*"He can move crowds so that the crowds can move mountains."* Marcellly Suhali, VP of Sales, Walton International – Singapore

*"He is awesome. One of the very few legit individuals in the industry."* Talal Ghandour, Managing Director, Bank of America Merrill Lynch – UAE

### THREE HIGH-IMPACT KEYNOTES FOR LEADERS, SALES & TEAMS

#### "How to Sell a Brick for \$1,000" Sales Influence & Persuasion for High-Value Selling

For: Sales teams, business development, revenue leaders

#### Key Takeaways:

- Shift from price-based selling to value-based persuasion
- The art of making any product or service compelling
- Handle objections, control conversations, and close high-value deals

*ROI: Sales teams increase conversion rates and drive higher revenue*

#### "The Leader Said I DO to W.E.D" Commitment & Decision-Making for Leadership Success

For: Board members, C-Suite, executives, senior leadership teams

#### Key Takeaways:

- The psychology of leadership commitment and decisive action
- Inspire trust, loyalty, and engagement in teams
- The W.E.D. Framework—a leadership decision-making model for long-term success

*ROI: Stronger leadership, better decision-making, and enhanced team performance*

#### "Speak Like a Wise CEO" High-Impact Leadership Communication for Teams

For: Leaders, managers, cross-functional teams

#### Key Takeaways:

- Communicate with confidence, clarity, and authority
- The CEO communication framework—speak like a leader
- Manage rough and tough conversations to create alignment and collaboration

*ROI: Improved team dynamics, stronger workplace communication, and reduced conflicts*