Bernie De Sousa

SPEAKER / COACH / AUTHOR

ABOUT

A world-renowned keynote speaker, Bernie De Souza is able to motivate, inspire and offer audiences skills to help them produce results in all aspects of their life.

Well versed at helping improve people's business prowess, Bernie regularly addresses hundreds, or even thousands of people at his events, equipping audiences with the necessary skills to build rapport with clients, close deals and become more productive within the workforce.

Starting his career as a training instructor for the Royal Air Force, Bernie went on to earn qualifications in sports psychology, and with an extensive knowledge of the science of the brain, he now applies this to business environments; adding real value to every engagement he attends.

Over the years he has worked with some of the country's most successful sporting stars, brands and award-winning authors including:

- **The Million Dollar Round Table (MDRT)**
- **Personal Finance Society (PFS)**
- **Chartered Insurance Institute (CII)**
- **The Institute of Chartered Accountants in England and Wales (ICAEW)**
- **Law Society**
- **The Solicitors Regulation Authority (SRA)**
- **Linford Christie OBE**
- **Daley Thompson CBE**
- **Sir Clive Woodward OBE**
- **Robert Kiyosaki – best-selling author, speaker and billionaire business owner**
- **Les Brown – USA motivational speaker**
- **Alan Pease – Australia's number one author and motivational speaker**
- **Manchester United**

"Helping you get more clients more easily and more often, without even selling"

- Bernie De Souza

Matthew Hoggard MBE,
Former England Test Cricketer

EXECUTIVE COACHING

As well as speaking at events, Bernie is also an extremely successful coach who has been at the forefront of success to his clients in both business and sport.

With the ability to harmonise teams, boost performance, develop leadership, enhance time management and much more, Bernie is an expert in a whole host of areas. As the UK's number one expert on client engagement skills for professionals, Bernie can offer one-on-one coaching or live coaching workshops to help careers flourish.

Understanding that everybody is different, Bernie profiles everyone he coaches prior to their session, using a personality test to ensure he has a thorough understanding of the needs of his clients, whether that be self-belief, leadership or career-changing moments.

Working closely with leading brand agency, Champions (UK) plc, he has helped to train some of the most high-profile speakers in the company's after dinner speakers department. These include legendary former England cricketer Matthew Hoggard MBE, who can now be regularly seen at speaking events up and down the country.

Bernie has also worked with professional sports teams to help them achieve success including the England Women's cricket team. Working alongside the England and Wales Cricket Board's head of women's cricket, Clare Connor OBE, he helped to finetune the team's squad dynamics. His coaching ability has been praised by West Indies cricket legend, Brian Lara, who said Bernie's help significantly contributed to his team's success.

Non-league side, Tamworth FC, have also felt the effects of Bernie's skills. Going into the club's biggest game in 79 years, an FA Cup tie against top flight Everton, the team were suffering from a losing streak but Bernie's input saw them put up a real fight against opposition who were 96 places above them in the football pyramid.

SPEAKING EVENTS

When organising an event, it is important that you hire a keynote speaker who can really make a difference and have an impact on your audience, something Bernie delivers.

Addressing audiences at a range of business events, Bernie provides them with the exact words to use in business situations to help them: make sales, win clients and close deals.

Speaking at conferences in over 50 countries, with audiences ranging from small workshops to thousands of people, Bernie is able to tailor-make presentations to different companies' needs.

Knowing that prospective business clients are reactive to the language used by people, Bernie is able to teach people the words and phrases to use which instil a sense of trust and confidence in people, building a rapport with potential clients and making them eager to do business.

He also runs workshops for companies including: Personal Finance Society, St James's Place Wealth Management and the Chartered Insurance Institute, teaching employees key skills including how to get appointments on the phone, trust building and how to get 'yes' decisions, all of which enhance people's performance in a business environment.

Winning over clients in a business capacity is an integral yet often challenging task. At his events Bernie is able to teach the qualities needed to achieve this time and time again.

www.leamingtoncourier.co.uk Friday, April 11, 2014

BUSINESS WEEKLY

PERFORMANCE COACHING

Bernie shares a stage with Sir Clive

A Leamington executive performance coach has shared centre stage with England Rugby World Cup winning head coach, Sir Clive Woodward OBE, at a national conference for the Hunters Estate Agents chain.

Bernie De Souza (based at The Pure Offices, Plato Close) was chosen as MC and keynote sales speaker for the York Racecourse event for 220 Hunters directors and managers from all over the UK – whilst Sir Clive delivered a motivational speech on the DNA of a Champion.

Bernie said: "It was a resounding success with Sir Clive and I complementing each other perfectly; my skills and expertise ideally suited to helping professionals get more clients via high communication skills, while Sir Clive has few equals when it comes to translating the winning mentality of elite sport to the business arena and optimising the performance of teams.

Sir Clive, who was also Team GB Director of Sport at London 2012, said: "I don't usually do testimonials, but it was very interesting and it is well worth listening to Bernie speak. I was busy writing everything down and his words were very relevant – and something I can fully understand from a sporting point of view, but also from a sales and business perspective."

www.berniedesouza.com/

Bernie De Souza (right) with Sir Clive Woodward

Author

Having worked as a professional speaker for over twenty years, Bernie has also written several books. His books provide expert insight, help people, companies and improve performances. His books include the popular *"Stop Selling and Get Clients!"*, *"Getting 'Yes' Decisions"* and *"Your Success is Hidden in Your Daily Routine"* and just like in his speaking work, they give people the exact information they need to deliver an eloquent and effective sales process.

Improving people's confidence, his fast-paced books give people total clarity on what needs to be done to be a success in business and directly give them the skills to put this into practice.

Topics

Bernie has expertise in a whole host of areas and some of the topics he can discuss during his keynote speaking and executive coaching events include:

· Sales speaking

· Business speaking

· Consumer behaviour

· Maximising success

· Gaining clients

· Marketing

· Consumer behaviour

TESTIMONIALS

"Your participation was instrumental in making the MDRT Meeting in Hong Kong a great success for the 8,500 delegates. We appreciate your dedication and the effort you put into preparing and delivering a brilliant presentation. Thank you for making it awesome."

- Brian D Heckert CLU, ChFC
President, Million Dollar Round Table

"Bernie has spoken at our events across the UK before, helping our members to engage more with clients and the feedback has been great. We now want him to teach soft skills to our financial advisors, helping them to have a better relationship with clients and giving the public more confidence in them."

- Keith Richards CEO, Personal Finance Society

"I am responsible for running an office with over 250 financial advisors. I invited Bernie to work with us and our partners to help improve their sales and relationship management skills. The results have been quite astounding - helping a number of people achieve their personal financial objectives for the year, and many of them are continuing the coaching program into the next year.

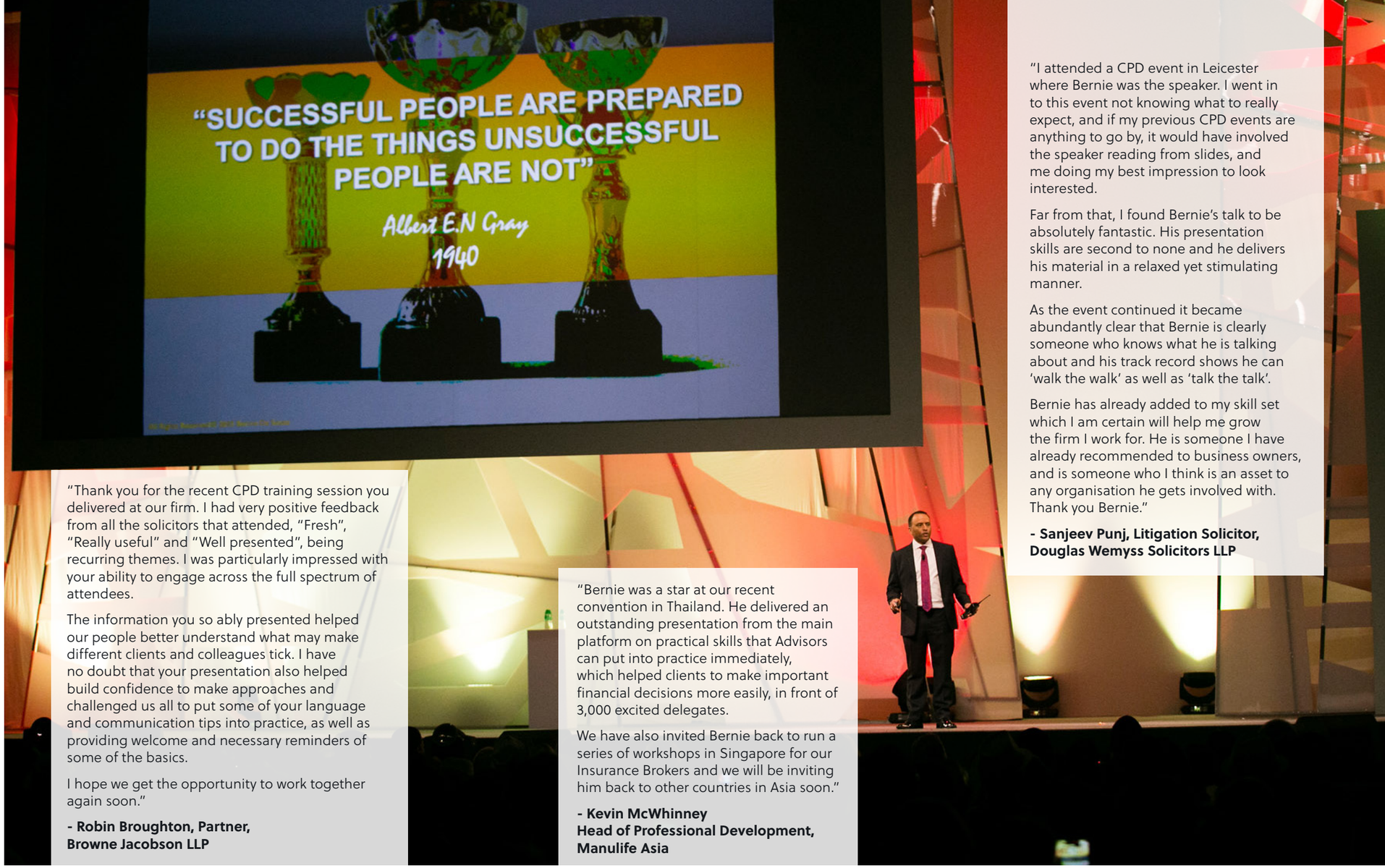
Bernie was able to deliver a fantastic event for us, and the follow-up was absolutely super. I would have absolutely no hesitation in recommending Bernie, and the process he uses, to anyone who wants to make their own advisors more successful and more profitable."

- Sean McKillop, St. James's Place Wealth Management

"After watching Bernie speak at a keynote presentation, I was able to immediately implement the new skills. This has helped me to communicate more effectively during the negotiation phase of the sales cycle. The results have been incredible, which has resulted in larger, 1million+ deals.

The techniques have improved my soft skills to help me understand the client, which has helped me become the number one sales person in Europe."

- S Nakra, Enterprise Account Director
Titus Software International



"Thank you for the recent CPD training session you delivered at our firm. I had very positive feedback from all the solicitors that attended, "Fresh", "Really useful" and "Well presented", being recurring themes. I was particularly impressed with your ability to engage across the full spectrum of attendees.

The information you so ably presented helped our people better understand what may make different clients and colleagues tick. I have no doubt that your presentation also helped build confidence to make approaches and challenged us all to put some of your language and communication tips into practice, as well as providing welcome and necessary reminders of some of the basics.

I hope we get the opportunity to work together again soon."

- Robin Broughton, Partner,
Browne Jacobson LLP

"Bernie was a star at our recent convention in Thailand. He delivered an outstanding presentation from the main platform on practical skills that Advisors can put into practice immediately, which helped clients to make important financial decisions more easily, in front of 3,000 excited delegates.

We have also invited Bernie back to run a series of workshops in Singapore for our Insurance Brokers and we will be inviting him back to other countries in Asia soon."

- Kevin McWhinney
Head of Professional Development,
Manulife Asia

"I attended a CPD event in Leicester where Bernie was the speaker. I went in to this event not knowing what to really expect, and if my previous CPD events are anything to go by, it would have involved the speaker reading from slides, and me doing my best impression to look interested.

Far from that, I found Bernie's talk to be absolutely fantastic. His presentation skills are second to none and he delivers his material in a relaxed yet stimulating manner.

As the event continued it became abundantly clear that Bernie is clearly someone who knows what he is talking about and his track record shows he can 'walk the walk' as well as 'talk the talk'.

Bernie has already added to my skill set which I am certain will help me grow the firm I work for. He is someone I have already recommended to business owners, and is someone who I think is an asset to any organisation he gets involved with. Thank you Bernie."

- Sanjeev Punj, Litigation Solicitor,
Douglas Wemyss Solicitors LLP

Bernie De Souza

To enquire about booking renowned business speaker Bernie De Souza as a keynote speaker for your next event or conference, please contact:

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