



## Keynote Title:

### **“The Power of Persuasion in Business Growth”**

**Jason Cutter is a recognized thought leader, 4x Author, International Speaker focused on creating scalable sales teams full of Authentic Persuaders™. His foundational book, Selling With Authentic Persuasion: Transform from Order Taker to Quota Breaker, provides salespeople and leaders with a guidepost for shifting sales from gross to a professional people want to be a part of.**

**Jason refers to himself as a mindset and scalability expert. Even though his bachelor’s degree is in Marine Biology, he knows what it takes to be successful in sales and build profitable teams. His books, podcasts, training workshops and speaking are focused on helping sales professionals close more deals, make more money, and produce scalable results.**

**In his spare time, he enjoys fishing, hiking, cooking and fighting the urge to start more projects!**

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