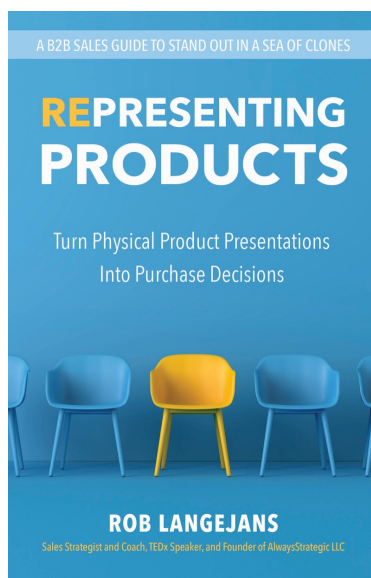


Represent With Purpose: Crafting a Personal Mission That Builds Buyer Trust

In today's complex sales environments, products don't sell themselves—and neither do generic sales pitches. Buyers are looking for more than features; they're looking for people they can trust. That trust begins not with a company's message, but with the salesperson's own sense of purpose.

In this keynote, sales strategist and author Rob Langejans invites your team to look inward before they reach outward. Drawing from *The Five Core Truths of B2B Selling* and the principle that *People Buy from People*, Rob guides participants through a high-impact reflection on what they represent and why it matters. Through guided questions, live polling, and short bursts of storytelling, your audience will define a personal mission statement that energizes their role, sharpens their communication, and builds deeper buyer confidence.



Outcomes:

- Discover how a clear personal mission improves buyer trust and decision clarity
- Learn to align internal motivation with external presentation
- Leave with a written mission statement that frames how you show up, sell, and connect

Whether you're leading a national sales meeting or launching a new go-to-market initiative, this keynote helps your team move from selling a product to representing a purpose.

Book Rob for your event now!