

KEYNOTES · WORKSHOPS · PANELS

COACH LJ

Knocked down. Got back up. Kept closing. Sales leader, veteran and author who helps teams that sell face to face keep their people and close more deals.

- U.S. Veteran
- Car sales, F&I, insurance, advertising and direct sales
- Led sales teams across multiple states
- Author, *Stripped Bare, But Unbroken*

TALKS

Unbroken: Getting Back Up After "No"

Keynote · 30 to 60 minutes · Sales kickoffs, veteran and faith audiences

Military service, the car lot, losing nearly everything and coming back, and the daily habits that turn rejection into fuel.

Selling to the Buyer Who Already Knows Invoice

Workshop · 45 to 90 minutes · Dealer associations, sales teams

How informed customers changed the sales floor, and the trust-first approach that closes them without pressure tactics.

Recognition That Keeps Your Best People

Talk · 30 to 45 minutes · Managers, owners, chambers

Why reps quit, what recognition does for retention, and a monthly system any manager can run.

The Two-Minute Huddle

Workshop · 60 minutes · Sales managers

A hands-on session that teaches managers to train one skill in two minutes, every morning, before the doors open.

ABOUT LJ

LJ learned selling the hard way: on a car lot, in finance and insurance offices and knocking on doors. He has recruited, trained and developed sales teams across multiple states, and founded Unbroken Closers to give face-to-face sales teams coaching that lasts past the pep talk.

> *"Sales is a lot like life: you get told no, you get knocked down, and the people who win are the ones who show up again the next morning."*

ORGANIZERS GET

- A planning call to tailor the talk
- Objection Armor Cards for every attendee
- A printed award for an audience member
- A short promo video to share before the event

FORMATS

In person across Texas. Virtual anywhere.

UNBROKEN CLOSERS

Field sales coaching · Veteran-owned · Central Texas

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