



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Desi Williamson, CSP, CPAE

Travels from: Minnesota

Fee Range: \$10,001 - \$15,000

Desi Williamson beat the odds. Despite growing up in a world surrounded by poverty, drugs, and violence, he overcame a myriad of obstacles to realize his dreams of becoming a successful businessman, professional speaker, and author.

The former scholar-athlete at the University of Minnesota transforms twenty-five years of sales, sales/management and marketing expertise into high content programs that deliver results. He's been on the front line, building multi-million dollar businesses, managing multi-million dollar budgets, and developing the potential in people for powerhouse companies such as Johnson & Johnson, Rain

Bird Sprinkler Mfr., PepsiCo, and Dr. Pepper/Snapple. He also owns a successful real estate investment company.

Desi began his career with Johnson & Johnson where he was second in the country in total sales production, he then dedicated seven years to wholesale distribution with Rain Bird where he built a business from \$800,000 in sales to more than \$10 million during his tenure.

He continued his business building success with Pepsi-Cola Company where he managed a franchise-bottling network generating more than \$85 million dollars in sales. He was, subsequently, promoted to a general sales manager capacity where he lead an organization of 400 employees consisting of both union and exempt employees generating \$75 million dollars in business.

Before starting full-time in his speaking career, Desi spent his final two and a half years as an executive with Dr. Pepper/Snapple where he was responsible for generating more than \$1,000,000 in new business, and directing a \$35 million dollar operation. He also spent four years as a professional sales trainer with Tom Hopkins International. Although Desi had achieved success in the business arena, there was something more compelling that he wanted to do with his life. With a burning desire to help others, he founded Impact!! Seminars Unlimited, Inc., a company dedicated to helping organizations increase productivity through empowered people. His broad range of experience as a corporate executive and entrepreneur allows Desi to present on various issues with equal efficiency and effectiveness.

Desi delivers with high impact! His dynamic magnetic presentation style serves to empower audiences, so they take what they learn and apply it directly to their personal and professional lives. Customizing each presentation to fit the specific audience, he discusses your industry and "real world" solutions to the challenges your business faces. Clients rave about Desi's unique ability to weave their mission and strategic initiatives into the core of his presentation. His client list includes Fortune 500 corporations, civic organizations, and trade associations. He is the author of a popular video training series now used by more than 150 correctional facilities across the country, four audio cassette programs, a book titled, *GET OFF YOUR ASSETS!... How to Deal with the Challenges of Life-and Win!*, and his newest book, *WHERE THERE'S A WILL, THERE'S A WAY!... Succeeding in the Face of Turbulent Times*.



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Desi Williamson continued

Whether delivering a keynote presentation, a half day workshop, or full scale training session, Desi's in-depth, content driven programs will empower your people to continuously reach for higher levels of performance and make the changes necessary to produce results.

Most Requested Programs...

Motivational

- The Power of Personal Identity and Purpose
- How to Program Yourself for Success
- The Power of NICHES

Change

- The Burning Platform
- Transformational Thinking

Leadership

- Becoming a Customer-Focused Company
- The Empowered Organization

Sales

- Mastery of Emotions
- Power of Rapport

