

SIGNATURE KEYNOTE

Connection Beats The Algorithm

THE SALES PERFORMANCE SPEAKER
WHO LIVES IT ON LIVE TV

Anyone can grab attention for a second. But turning a stranger into a customer — and a customer into an advocate — takes something AI can't generate: a story that feels true. Craig spent 15+ years closing on live television, in real time, no second takes. Now he teaches your team the same system.

- 1 **A framework your team will actually use** — not another talk that fades by Tuesday
- 2 **The psychology of trust** — why customers buy the story before they buy the product
- 3 **Real differentiation in the AI era** — what no model can manufacture for your brand

**4,500+**LIVE TELEVISION
APPEARANCES
QVC · HSN · CBS · NBC · ABCBrands who
trust Craig

Google



SAMSUNG

**01**

A Storytelling System That Sells

The exact framework Craig uses to generate millions in on-air sales — adapted for your team's pitches, messaging, and brand conversations.

02

The Authenticity Advantage

In a world drowning in AI content, the brands and people who win are the ones who connect like humans. Learn to be unmistakably real.

03

IMMEDIATE IMPACT

Not theory — specific messaging shifts your audience can implement immediately. Craig's talks leave people with a to-do list, not just a feeling.

"True Connection beats the algorithm. Every time."**BOOK CRAIG SMITH**

MEET CRAIG

Craig Smith spent **15 years** in live television not as a host reading a script, but as the person brands trusted to close real money, in real time, on camera — with no second takes.

He made **4,500+ live appearances** on QVC, HSN, CBS Saturday Morning, and more, pitching for Google, HP, Samsung, and Apple.

His job isn't to entertain. It is to **sell by connecting** — and he learned, broadcast by broadcast, exactly which stories worked and why. **In an age of AI-generated noise, the brands that win are the ones that connect like humans.** Craig gives your audience the system to do exactly that.

4,500+

LIVE TV APPEARANCES

15+ YRS

ON-AIR EXPERIENCE

F500

CLIENTS TRUST HIS SYSTEM

3 FORMATS

KEYNOTE · BREAKOUT · WORKSHOP

WHAT CLIENTS SAY

"Craig's insights completely shifted the way I approach my webinars, helping me refine my storytelling to better connect with my audience."

TRUNG CAO NGUYEN · DIGITAL MARKETING CONSULTANT,
WSI WORLD

"I felt truly empowered by Craig's presentation and workshop. It was infectious and thought-provoking."

MATTHEW DOBBINS · VP BUSINESS DEVELOPMENT, METRO
PHYSICAL & AQUATIC THERAPY

"Craig's speech was the best — lots of actions I took immediately for my business."

STEVE CURRY · FOUNDER & CEO, MUSTARDSEED



PROGRAMS

THE STORY BEHIND THE SYSTEM. HOW GREAT FRANCHISES BUILD COMMUNITY.

KEYNOTE · BREAKOUT · 45-90MIN

For franchise audiences. How do the brands people love create loyalty no discount can buy?

Craig unpacks the storytelling mechanics behind the most trusted franchise names — and shows operators how to apply them.

CONNECTION THAT DRIVES RESULTS SALES PERFORMANCE WORKSHOP

WORKSHOP · HALF OR FULL DAY

Craig's live TV sales framework applied directly to your team's real scenarios. Participants leave with rewritten messaging, a personal story structure, and the confidence to use both.

WHO BOOKS CRAIG

- **Sales teams** who need to connect, not just pitch
- **Franchise brands** building consistent community across locations
- **Marketing teams** seeking real differentiation in the AI era
- **Entrepreneurs** who need their story to do the heavy lifting
- **Conference organizers** who want takeaways, not just applause