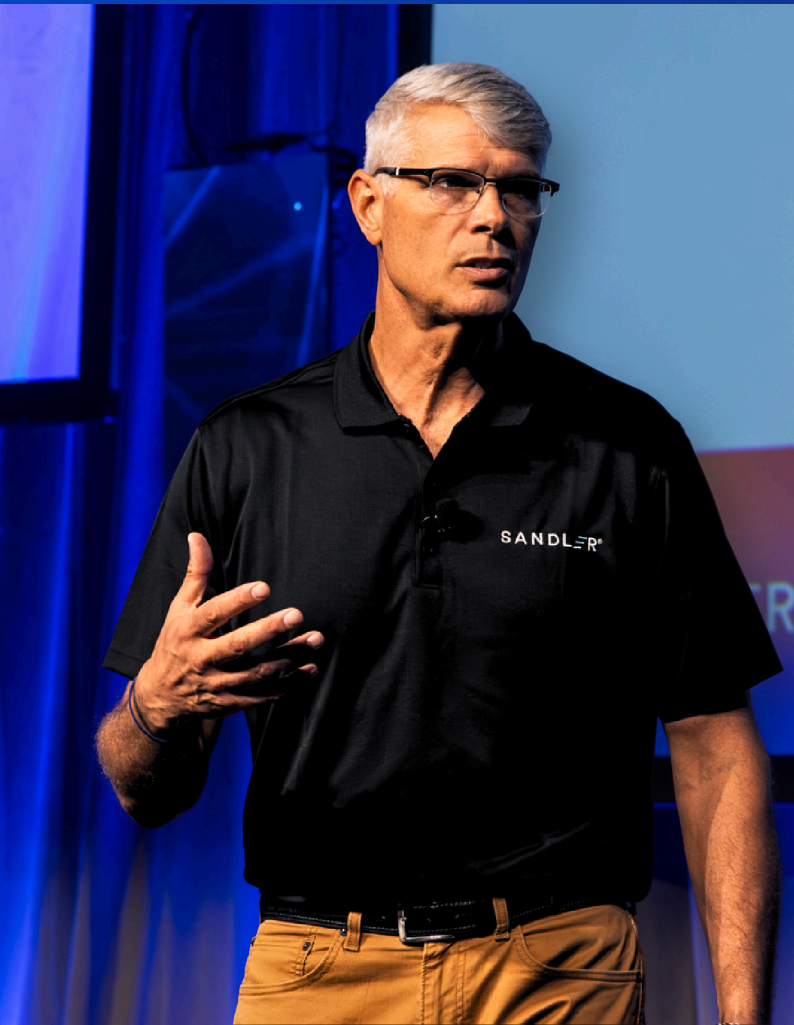


# Media/ Press Kit



# Glenn Mattson

## Mattson Enterprise, Inc.

Entrepreneur • Business Strategist • Sales  
Leadership Expert • Keynote Speaker •  
Top 1% of Sandler Trainers World Wide

Founder & CEO of Mattson Enterprise, Inc.

## Signature Topics

- ✓ Entrepreneurial Growth & Scalability
- ✓ Leadership Development
- ✓ Sales Performance & Prospecting
- ✓ Financial Advisor & RIA Growth Strategies
- ✓ Communication & Behavioral Psychology
- ✓ Recruiting & Retention
- ✓ Client Acquisition & Retention

Glenn Mattson is an entrepreneur, business strategist, sales leadership expert, and nationally recognized speaker who has spent over 35 years helping hundreds of thousands of individuals (business owners, financial professionals, advisors, and sales organizations) increase revenue, strengthen leadership, and scale with intention.

Glenn has built a reputation for delivering practical strategies that drive measurable business growth. His work centers around helping organizations improve communication, leadership, sales effectiveness, accountability, recruiting, culture, and long-term scalability.

Whether speaking to entrepreneurs, executives, financial professionals, sales teams, or emerging leaders, Glenn combines real-world experience with practical frameworks that challenge audiences to think differently, execute consistently, and grow intentionally. With a commitment to more than motivation alone, Glenn delivers strategic insight, tactical execution, and sustainable business principles that audiences can apply immediately.



Glenn is known for his **direct, high-energy presentation style** and his **ability to simplify complex business and sales concepts into actionable systems** that audiences can immediately implement.

## Signature Keynotes

### The 5 Stages of Entrepreneurial Growth

#### Overview

Most entrepreneurs struggle because they attempt to scale without understanding the stage of growth their business is currently operating within.

In this keynote, Glenn breaks down the 5 stages of entrepreneurial growth and explains the mindset shifts, leadership evolution, operational changes, and systems required to successfully move from one stage to the next

#### Audience Takeaways

- Understand the 5 stages of business growth
- Identify the bottlenecks preventing scale
- Learn how leadership responsibilities evolve at each stage
- Discover how to avoid entrepreneurial stagnation
- Build a roadmap for sustainable growth

#### Best For

Entrepreneurs, business owners, founders, executive teams, and growth-focused organizations.

### Building a High-Performance Sales Culture

#### Overview

Sales problems are rarely just sales problems.

Most organizations struggle because of inconsistent leadership, weak accountability, poor communication, or lack of a repeatable system.

This presentation teaches leaders how to create a culture where accountability, consistency, coaching, and performance become part of the organizational identity.

#### Audience Takeaways

- Create a repeatable sales process
- Improve accountability and consistency
- Increase prospecting effectiveness
- Strengthen leadership communication
- Develop coaching systems that improve performance

#### Best For

Sales organizations, leadership teams, managers, and growth-oriented companies.

## Signature Keynotes

### Prospecting Without Pressure

#### Overview

Many professionals avoid prospecting because they associate sales with pressure, rejection, or discomfort.

Glenn teaches audiences how to reframe prospecting into a process built around trust, curiosity, communication, and qualification.

This presentation focuses on creating authentic business conversations that improve confidence and increase results.

#### Audience Takeaways

- Eliminate ineffective sales behaviors
- Improve confidence during prospecting conversations
- Learn how to qualify effectively
- Reduce emotional attachment to outcomes
- Build a healthier sales mindset

#### Best For

Sales professionals, financial advisors, entrepreneurs, and business development teams.

### The Hidden Cost of Excuses

#### Overview

Excuses quietly destroy momentum, culture, accountability, and growth.

In this impactful presentation, Glenn explores how excuses become normalized within organizations and how leaders can create cultures built around ownership, execution, and responsibility.

#### Audience Takeaways

- Identify limiting behaviors
- Build a culture of accountability
- Strengthen execution and follow-through
- Improve mindset and ownership
- Increase organizational consistency

#### Best For

Organizations focused on leadership, culture, accountability, and performance improvement.

## Signature Keynotes

### Leadership That Scales

#### Overview

Organizations often outgrow the leadership systems that originally made them successful.

This keynote focuses on helping leaders transition from managing day-to-day activity to building scalable systems, empowered teams, and long-term organizational alignment.

#### Audience Takeaways

- Improve leadership communication
- Delegate more effectively
- Build accountability into the culture
- Create leadership consistency across teams
- Scale without losing organizational identity

#### Best For

Executives, managers, founders, and leadership teams.

### Growth Begins Outside the Comfort Zone

#### Overview

Too often, professionals mistake activity for progress while avoiding the uncomfortable conversations, decisions, risks, and actions that true growth requires. This keynote addresses how comfort zones can hinder leadership, sales, innovation, and personal growth. It emphasizes the importance of confronting uncomfortable situations for true progress.

#### Audience Takeaways

- Understand how comfort zones impact growth and performance
- Identify behaviors that create stagnation
- Learn how fear and avoidance influence decision-making
- Build confidence through consistent uncomfortable action
- Develop a mindset focused on progress instead of protection
- Improve leadership, communication, and execution under pressure
- Create a culture that embraces accountability and growth

#### Best For

Entrepreneurs, executives, sales organizations, leadership teams, emerging leaders, financial professionals, and organizations focused on growth, accountability, and performance.

## Additional speaking topics include:

- Developing Emerging Leaders
- Communication & Behavioral Styles
- Mindset & Performance Psychology
- Sales Leadership Systems
- Recruiting High-Performing Talent
- Building Momentum in Business
- Leadership Accountability
- Entrepreneurial Vision & Execution
- Client Retention Strategies
- Time Management & Prioritization
- Business Development Systems
- Team Alignment & Culture
- Overcoming Stalls & Objections
- Creating Scalable Infrastructure
- Sustainable Business Growth



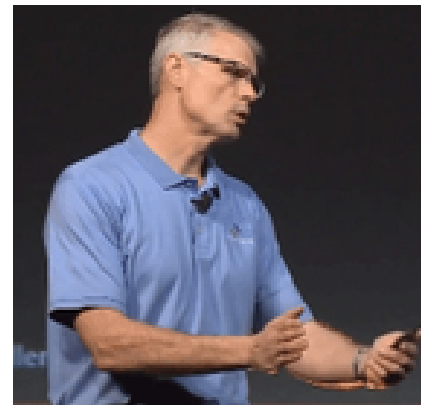
**“I used a new technique from my notes that resulted in the easiest life insurance close I’ve experienced.** The prospect responded perfectly, quickly agreeing to start the underwriting process, making it the smoothest close I’ve had in a while with no extra selling effort needed.”

**Jared Traum**  
Alliance Financial Group



**“This sales education is the best I’ve ever experienced.** It connects the sales process to psychology in a clear manner. I appreciate that I can be myself while following the process, enhancing my practice without being scripted.”

**Lisa Barclay**  
Prudential Advisors



“If I had to make a shortlist of people who are the reason I have sustained a career for over 20 years in sales, **Glenn would be at the top of that list.**”

**Bobby Donahue**  
Founder of Fuelblue and Planet Bonehead (climate education)

Glenn is known for his **direct, high-energy presentation style** and his **ability to simplify complex business and sales concepts into actionable systems** that audiences can immediately implement.

### Ideal Audiences

- Entrepreneurs
- Business Owners
- Sales Teams
- Financial Advisors
- Registered Investment Advisors (RIAs)
- Executives & Leadership Teams
- Emerging Leaders
- Insurance Professionals
- Growth-Oriented Organizations
- Conference & Event Attendees

### Speaking Style

- High-energy and engaging
- Practical and tactical
- Interactive and audience-focused
- Story-driven with real-world examples
- Educational with immediate takeaways
- Results-oriented and implementation-focused

## Workshop & Training Options

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Glenn offers customized training experiences designed around the specific goals, challenges, and outcomes of each organization.

### Available Formats

- Keynote Presentations
- Half-Day Workshops
- Full-Day Training Programs
- Executive Leadership Sessions
- Sales Team Intensives
- Virtual Training Programs
- Breakout Sessions
- Conference Presentations
- Panel Discussions
- Retreat Facilitation
- Ongoing Organizational Development Programs

### Customization Available For:

- Financial Services
- Insurance Organizations
- Sales Teams
- Entrepreneurial Organizations
- Leadership Teams
- Advisors & RIAs
- Small Businesses
- Enterprise Organizations

## Why Organizations Book Glenn Mattson

Organizations book Glenn because he delivers more than inspiration. He delivers practical frameworks, strategic insight, and actionable systems that audiences can immediately apply within their businesses and organizations.

### Clients consistently value Glenn's ability to:

- Simplify complex business challenges
- Deliver actionable takeaways
- Engage audiences at every level
- Blend strategy with implementation
- Challenge limiting beliefs and behaviors
- Create high-impact learning experiences
- Connect leadership principles with measurable growth

His presentations are designed to create lasting organizational impact – not just temporary motivation.

### Results & Outcomes:

- Revenue Growth
- Sales Consistency
- Team Accountability
- Leadership Development
- Prospecting Activity
- Recruiting & Retention
- Communication Effectiveness
- Organizational Alignment
- Team Culture
- Confidence & Execution
- Client Retention
- Scalability & Operational Efficiency

## Podcast and Media

### The Building Blocks of Success

Glenn Mattson hosts the "Building Blocks of Success" podcast, focusing on entrepreneurship, leadership, business growth, and strategies for success. Topics include:

- Entrepreneurial Growth
- Leadership Development
- Sales Strategy
- Mindset & Discipline
- Business Systems
- Accountability
- Team Development
- Communication
- Scaling Organizations
- Financial Advisor Growth Strategies



## Additional Information

### Travel Requirements

Travel accommodations may apply depending on event location.

Please contact the Mattson Enterprise team directly to discuss logistics, scheduling, and event details.


### Standard AV Needs


- Projector and screen
- HDMI connection
- Confidence monitor (preferred)
- Audio support for video playback (if applicable)
- Stage access prior to presentation


### Glenn is available for:

- Podcast Interviews
- Guest Speaking Appearances
- Leadership Panels
- Business & Sales Interviews
- Entrepreneurial Discussions
- Financial Advisor Growth Conversations
- Sales Strategy Discussions
- Media Features
- Industry Conferences
- Virtual Events & Webinars

# To Book Glenn Mattson:

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 [go.sandler.com/mattson](https://go.sandler.com/mattson)

 631-726-3537

## Videos



[Entrepreneurial Growth](#)



[Red vs. Blue Selling](#)



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