

JON NEWSOME

STORY PRESENTATION PIONEER

CREDENTIALS

Global Business Executive
Dale Carnegie Sales and Communications Instructor
Co-Developer, Neuroscience of Persuasion(SM)
Author, Story: The Currency of Influence
Founder, Presentation Partners
Co-Founder, PathosStory.ai

PROPRIETARY IP

Neuroscience of Persuasion(SM)
T.H.E.M.(SM)
EQ Sandwich(TM)
Clarity Code(SM)
STOREE (PathosStory.ai)

PROOF

800+ organizations coached
Monthly Fortune 100 deal coaching
10% lift in win rate
Keynote: 300 leaders, Liberty Offsite: Airbus Defense & Space

IDEAL AUDIENCE

CROs, VPs of Sales and BD
Pursuit teams on complex, competitive, high-value deals
Organizations tired of losing winnable opportunities

FIND JON

storycurrency.com
presentationpartners.com
pathosstory.ai

Your team had the stronger solution. They still lost. Here's why.

Most high-stakes deals are lost in a decision room that you've failed to prepare for.

A great story doesn't just inform. It inspires action.

Jon Newsome does something most consultants cannot do. He flips an organization's perspective completely, from looking inward at your product, your proof, and your pitch, to looking outward at the emotional world of your prospect. The result is a story so specific, so EQ-charged, and so memorable that it does not just differentiate. It moves decision-makers to act. And counterintuitively, the more you distill and simplify a great story using Jon's methodology, the more you amplify its power.

THREE WAYS TO ENGAGE

01 Keynote

Neuroscience of Persuasion℠

45-75 min | Conference or SKO

Reframes how your entire organization thinks about winning before a word is pitched. Works standalone or as the opening move that leads to deeper team engagement.

Stage

02 Workshop

Story Currency

Half or full day | 10-15 people

Teams learn the framework and immediately apply it to real pursuit scenarios in breakout groups of 4 to 5. Teaching plus hands-on practice for real adoption.

10-15 people

03 Deal Coaching

NoP℠ Applied

1.5 days | Live pursuit

Jon works a specific deal, not theory. Built for $10M to $2B competitive pursuits where the margin for error is zero and connecting with the decision room is everything.

$5M to $2B

WHY PURSUIT TEAMS LOSE WINNABLE DEALS

They lead with their world, not the client's.

Pursuit teams default to features, proof points and org charts. Decision-makers tune out the moment they stop hearing themselves in your story.

AI gave every competitor the same polished playbook.

When every deck looks equally good, you compete on price. The only way out is a story so specific to this client that no one else could tell it.

Your champion can't retell your story in the room you'll never be in.

The real decision happens without you. If your message isn't sticky enough to survive the retelling, it doesn't survive the vote.

T.H.E.M.℠ is the audience intelligence mechanism Jon reveals only to those in the room.

Because the companies that win are the ones whose stories carry weight in every room, whether they're in it or not.

KEYNOTE TOPICS

They Nodded. They Smiled. They Chose Someone Else.

Best for: Sales kickoffs, revenue teams, partner summits

The Room You Won't Be In

Best for: Deal teams, business development, proposal professionals

Give Your IQ an EQ Soul

Best for: Leadership offsites, executive and technical teams

WATCH THE REEL
youtu.be/Luj9e-25NTA

"This methodology reprioritized my team's approach from solely focusing on product differentiators to helping our customers solve their problems."

Paul Steketee, VP of Sales & Business Development, Airbus Defense & Space Government Solutions Inc.