DR. STEPHEN J. CRAWFORD

SALES

Trusted before a word is spoken.



Keynotes, workshops, and sales retreats built on **The Five Stages of Resonance.**

WHY THIS WORK

Buyers feel your certainty long before they hear your pitch.

Every buyer is listening before you speak. They hear it in your pace, your posture, and your pauses, and they sense whether you believe what you are about to say or need this sale more than you want to serve them.

Much of sales training has focused on the script, from the opening line to the answer for every objection. That work has its place. Yet buyers still feel the pressure underneath the polish, and pressure is where trust slips away.

The Five Stages of Resonance begins with the seller. It forms the integrity buyers trust, the steady presence that invites them to open up, the conviction that comes from having lived what you offer, the clear process that helps them decide, and the flow that turns clients into advocates.

Our standard is influence without manipulation, and it builds the kind of business that keeps coming back.

> *"The buyer hears you before they hear your words.*
>
> DR. STEPHEN J. CRAWFORD

BUILT FOR SELLERS WHO

- build great relationships but hesitate at the ask
- work hard for pipeline and watch it leak away
- are ready to sell from conviction instead of pressure

20+
YEARS IN THE FIELD

33
COUNTRIES

3M+
PEOPLE REACHED

52+
PROFESSIONAL CERTIFICATIONS

THE METHOD

The Five Stages of Resonance

One method in five stages, each one carrying the weight of the next. Drawn from Dr. Crawford's book, the stages form the seller first, then the buyer's experience of every conversation.

01	THE FORGE **Character Integrity** *Would I buy from me?*	Before technique, there is character. Sellers settle the question every buyer is silently asking: can I trust the person in front of me?	BUILDS IN THE BUYER **Trust**
02	THE TRANSMISSION **Emotional Frequency** *What state am I bringing in?*	Buyers catch your state before they hear your offer. Sellers learn to bring calm certainty instead of need.	BUILDS IN THE BUYER **Openness**
03	THE CROSSING **The Experience Threshold** *Do I believe this because I lived it?*	Conviction is earned, not rehearsed. Sellers guide buyers across their own threshold, from fine to ready for change.	BUILDS IN THE BUYER **Belief**
04	THE CREATION **Disciplined Thought** *Is my process serving their decision?*	A clear path makes a clear yes possible. Sellers learn a structure that respects the buyer and still asks for commitment.	BUILDS IN THE BUYER **Decision**
05	THE OVERFLOW **Speaking from Flow** *Can I sell without pushing?*	When the seller stops performing, the close stops feeling like a close. Clients become advocates and referrals follow.	BUILDS IN THE BUYER **Advocacy**

Every engagement in this booklet is built on these five stages. Shorter formats introduce them. Longer formats take a sales team all the way through.

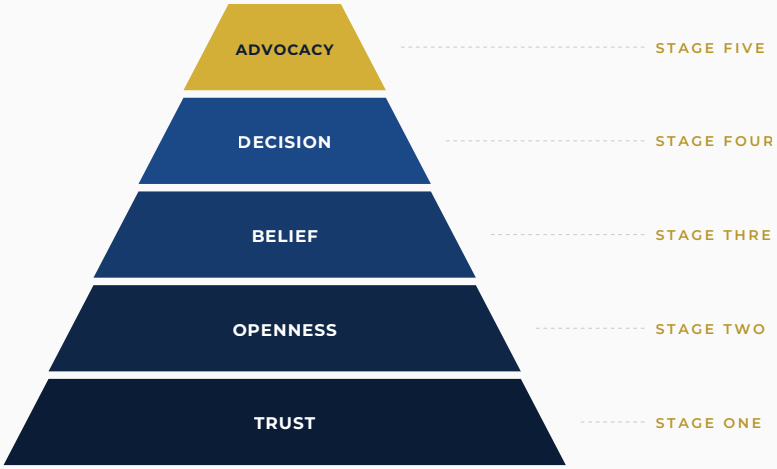
FROM SELLER TO BUYER

What forms in the seller shows up in the buyer.

A sale that falls apart at the close usually began to slip in the first few minutes.

Our work follows the order in which a buyer decides. Integrity earns trust. A steady presence invites openness. Lived conviction creates belief. A clear process makes the decision easy. Flow turns a client into an advocate.

Resistance is the indicator rather than the enemy. Every objection points to the stage that still needs attention.



THE ARC OF EVERY ENGAGEMENT

The journey from pitch to presence.

MOVEMENT ONE

Unmask.

Drop the sales persona, so the buyer meets a real person worth trusting.

MOVEMENT TWO

Unscript.

Let go of the pitch and the old beliefs that make selling feel like pushing.

MOVEMENT THREE

Unleash.

Sell with the voice and conviction that were yours all along.

The three movements come from the final chapter of The Five Stages of Resonance and give every keynote, workshop, and retreat the same unmistakable arc.

SIGNATURE KEYNOTE

The Buyer Hears You Before They Hear Your Words

WHY TRUST IS DECIDED BEFORE THE PITCH BEGINS



Before the first question, the first slide, or the first price, the buyer has already decided how much to trust you.

Sellers are trained to perfect their words. Buyers are wired to read everything underneath them: the certainty, the need, the agenda, the care. When those signals do not match the script, the mismatch speaks louder than the message.

In this keynote, Dr. Crawford takes sales teams through the three movements of The Five Stages of Resonance. Sellers discover what their presence says before they speak, why pressure backfires, and how to become the person buyers want to say yes to.

YOUR AUDIENCE LEAVES WITH

- Why buyers decide on trust before they ever weigh the offer
- The sales persona, and what it costs in every conversation
- A new relationship with objections as the indicator rather than the enemy
- A room experience sellers carry into their very next conversation

> *"Resistance is not the enemy. It's the indicator."*

Length	20 to 60 minutes
Experience	Live room exercise available
Best for	Sales kickoffs, conferences, revenue summits
Pairs with	Any sales workshop or retreat as the opening session

PROGRAMS DELIVERED FOR MEDTRONIC · BOSTON SCIENTIFIC · U.S. AIR FORCE · DEPARTMENT OF HOMELAND SECURITY

WORKSHOPS

Practical formation for sellers in the middle of the work.

Four formats that share one language, so every session opens a door to the next.

60 min LUNCH & LEARN · **2 hour** WORKSHOP · **4 hour** HALF DAY · **8 hour** FULL DAY

LUNCH & LEARN — 60 MINUTES

Would You Buy From You?

An honest look at the first thing every buyer weighs.

WHAT WE COVER

- The Five Stages at a glance, through a seller's eyes
- The Forge: the character behind every sale that lasts
- Give before you ask: generosity as the first move of trust
- Partner exercise: your 60 second conviction statement

LEADERS LEAVE WITH

A shift from pushing to guiding, and one commitment for the week.

BEST FOR

Sales meetings, association events, and team lunches.

TOOLS IN PLAY The Five Stages method · Principles of Persuasion

WORKSHOP — 2 HOURS

The Conversation Before the Close

Most sales are won or lost in the first ten minutes.

WHAT WE COVER

- Stages One and Two in depth
- Opening with clarity: agenda, permission, and safety
- Real rapport without the tactics buyers can smell
- Questions that surface the buyer's true situation
- Reading buyer styles at a glance

LEADERS LEAVE WITH

A structured opening they can use on their very next call.

BEST FOR

New sellers, account managers, and client facing teams.

TOOLS IN PLAY The Five Stages method · Principles of Persuasion · SPIN Selling · DISC basics

WORKSHOPS

Deeper formats for sellers ready to walk the whole conversation.

The half day and full day formats take sellers through every stage and into live practice.

60 min	2 hour	4 hour	8 hour
LUNCH & LEARN	WORKSHOP	HALF DAY	FULL DAY

HALF DAY — 4 HOURS

The Buyer's Crossing

The full conversation arc, practiced until it feels natural.

WHAT WE COVER

- All five stages with practical application
- Discovery that helps buyers see the cost of standing still
- Ethical influence: all seven principles, used with integrity
- Your offer in one clear sentence
- Conversation lab with live coaching

LEADERS LEAVE WITH

A complete conversation arc they have practiced out loud.

BEST FOR

Sales and business development teams, and founders who sell.

TOOLS IN PLAY The Five Stages method · SPIN Selling · Principles of Persuasion · StoryBrand **Optional: DISC profile add on.**

FULL DAY INTENSIVE — 8 HOURS

Whole Self Selling

Seller formation and sales mastery in one day.

WHAT WE COVER

- DISC: how you sell, and how each buyer wants to buy
- All five stages in depth
- Talk track builder: your message, opening, and questions
- Resistance lab: working through objections without pressure
- Selling in flow, and recovering fast from rejection
- A daily pipeline rhythm that compounds

LEADERS LEAVE WITH

A personal talk track and a 90 day pipeline plan.

BEST FOR

Revenue teams, sales leaders with their teams, and new offer launches.

TOOLS IN PLAY Five Stages · DISC · SPIN · Principles of Persuasion · StoryBrand · Flow research **Includes: DISC assessment and individual report.**

SALES RETREATS

Some growth only happens away from the quota and the call list.

Off site and away from the dashboards, an intact sales team moves through the Five Stages together, on its real offer, its real buyers, and its real conversations. It becomes a kickoff your team keeps returning to all year.

Built for intact sales teams
One offer, one language, one standard.

Your real offer
We work your message, your buyers, and your pipeline.

Live practice
Real reps and coaching in the moment, built around your conversations.

DISC for everyone
Every seller receives a profile and debrief.

ONE DAY RETREAT

The Opening

One day to change how every sales conversation begins.

THE JOURNEY

01 Opening experience that sets the tone for the day
02 Stage One and Stage Two immersion
03 The sales persona, and what buyers really hear
04 DISC: how your buyers want to be sold
05 Building one shared team opening
06 Closing declaration

TEAM LEAVES WITH A shared opening, aligned standards, and a common language.

SALES RETREATS

Longer journeys for sales teams ready to cross together.

Certainty TWO DAY RETREAT

Two days to move a sales team from hopeful to certain.

DAY ONE **Unmask**	**STAGES ONE AND TWO** Seller identity, call reluctance, DISC, and rapport. Evening session: why each of us sells.
DAY TWO **Unscript & Unleash**	**STAGES THREE THROUGH FIVE** Discovery, ethical influence, the resistance lab, and a close that feels natural.

TEAM LEAVES WITH A team talk track and clear pipeline agreements.

Overflow THREE DAY RETREAT

The full journey: sellers formed from the inside out, and clients who become advocates.

DAY ONE **Unmask**	**STAGES ONE AND TWO · THE DECLARATION, THE VOLTAGE** Seller identity, call reluctance, DISC, and the state you sell from.
DAY TWO **Unscript**	**STAGES THREE AND FOUR · THE VESSEL, THE ARCHITECTURE** Discovery lab, ethical influence, team talk tracks, and the resistance lab.
DAY THREE **Unleash**	**STAGE FIVE · THE RELEASE, THE RECOGNITION, THE BECOMING** Selling in flow, rejection recovery, a referral system, and a 90 day pipeline plan.

TEAM LEAVES WITH A team talk track, a referral system, and a 90 day pipeline plan.

Overflow is the only format that includes all Seven Activations from The Five Stages of Resonance. An optional live call block adds real prospecting with coaching in the moment.

THE TOOLBOX

One method. A deep toolbox.



The Five Stages of Resonance is the method. Everything else is equipment.

Across more than two decades, Dr. Crawford has earned 52+ professional certifications in leadership, communication, influence, and human performance. They serve the work rather than crowd it. A master craftsman knows every tool in the truck and reaches for the one the moment calls for.

A seller who freezes at the ask may need a new relationship with commitment. A team that talks too much may need better questions, and a strong offer may need a clearer sentence. When that moment arrives, the right tool comes out, does its work, and returns to the box while the method keeps leading the way.

TOOLS WE REACH FOR MOST IN SALES WORK

Reading People

DISC Personality Profile

How each buyer prefers to be sold, and how each seller naturally sells.

Guiding the Conversation

SPIN Selling
Neil Rackham

Questions that help buyers discover their own reasons to act.

Ethical Influence

Principles of Persuasion
Robert Cialdini

The science of how people say yes, used with integrity.

Clear Messaging

StoryBrand
Donald Miller

Makes the buyer the hero and the seller the guide.

Selling in Flow

Flow Research
Flow Research Collective

Peak performance in conversation and fast recovery from rejection.

Connecting Deeply

Everyone Communicates, Few Connect
John C. Maxwell

Connection that earns the right to be heard.

ALSO IN THE TOOLBOX The 21 Irrefutable Laws of Leadership, the five behaviors of a cohesive team, Multipliers, the 6 Types of Working Genius, and more.

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CHOOSE YOUR PATH

Every engagement at a glance.

ENGAGEMENT	LENGTH	BEST FOR	ASSESSMENT	SELLERS LEAVE WITH
Keynote	20 to 60 min	Sales kickoffs, conferences		What buyers hear before the pitch
WORKSHOPS				
Would You Buy From You?	60 min	Sales meetings, team lunches		A shift from pushing to guiding
The Conversation Before the Close	2 hours	New sellers, client facing teams	Self check	A structured opening
The Buyer's Crossing	4 hours	Sales and BD teams, founders	DISC option	A practiced conversation arc
Whole Self Selling	8 hours	Revenue teams	DISC	Talk track and 90 day pipeline plan
RETREATS				
The Opening	1 day retreat	Intact sales teams	DISC	A shared team opening
Certainty	2 day retreat	Intact sales teams	DISC	Team talk track and pipeline agreements
Overflow	3 day retreat	Sales teams ready for the full journey	DISC	Talk track, referral system, 90 day plan

EVERY ENGAGEMENT INCLUDES

- **A discovery conversation first**
  Nothing is designed until we understand your people, your goals, and what is really in the way.
- **Built on your real offer**
  Your buyers, your message, and your pipeline are the material we work with.
- **Built to stack**
  The language your team learns at lunch is the same language it carries into the retreat.
- **A session for sales leaders**
  Any engagement can add a session for managers on coaching their sellers.

IN THE MEDIA

Heard well beyond the room.

The book, the work on stage, and the Resonant Sounds soundtrack are reaching people far beyond the rooms where this work began. Here is where the message has been carried, and where you can find it.

THE BOOK

189 news pickups across 138 outlets in the United States and Canada carried the release of The Five Stages of Resonance.

CARRIED IN PUBLICATIONS INCLUDING

- The Des Moines Register ↗
- The Indianapolis Star ↗
- The Tennessean ↗
- The Cincinnati Enquirer ↗
- Milwaukee Journal Sentinel ↗

"Five Stages of Resonance Framework Redefines Executive Presence"

Release headline

Available in hardcover, paperback, Kindle, and audiobook, and published in English and Spanish. **Get the book**

ON STAGE

3M+
people reached from the stage

33
countries

20+
years of keynotes, trainings, and coaching

PROGRAMS DELIVERED FOR

- **Medtronic**
- **Boston Scientific**
- **United States Air Force**
- **Department of Homeland Security**

Keynotes, trainings, and ceremonies delivered in boardrooms, conference halls, and sanctuaries around the world.

WHAT CLIENTS SAY

Rated 5.0 on Google across 20 reviews
Read them: Dr. Stephen Crawford · Experience Leadership

★★★★★

"The depth of knowledge as well as the attention to detail have helped us tremendously in our business."

Frank Cupersmith
Business client

★★★★★

"He is a master of many things and you want to hire him before your competitors do."

Arron Lloyd
Professional actor

★★★★★

"His expertise and advice has been invaluable in our strategizing and execution of processes."

Linds M.
Agency team client for two+ years

READ THE COVERAGE Every article, feature, and outlet is listed at **fivestagesofresonance.com/press**

IN THE MEDIA

Resonant Sounds in the press.

The soundtrack written alongside the book has been featured by music publications and praised by curators across genres, from hip hop and R&B to indie pop and neo soul.

FEATURES AND INTERVIEWS

HipHopEargasm	Resonant Sounds reframes survival as strength on “STRIKE ME I RING” ↗ September 8, 2026
Songxplode	Dr. Stephen J. Crawford Turns Leadership Philosophy into Music with Resonant Sounds ↗ August 25, 2026
HypeHub Magazine	Resonant Sounds Explores Vibration and Voice ↗ August 1, 2026
Afrobeats Head	Stephen Crawford Introduces Resonant Sounds Alongside His Book on Resonance ↗
Jamsphere Magazine & Radio Network	Resonant Sounds featured coverage ↗

WHAT CURATORS ARE SAYING

“A really dynamic sound, with a successful fusion between electro and pop … proof of your artistic versatility.”

LMCB, LES MERVEILLES DU CONGO

“An uplifting, honest, R&B flavoured hip hop jam … There's loads of character here.”

MELLOW GUITAR MOMENTS

“It blends hip hop flow in the vocals with Latin, pop and electronic influences.”

CHORUSES TO SING ALONG TO

“A track that combines strength and reflection.”

FEEL-GOOD POP

FIND IT Features and curator reviews at **fivestagesofresonance.com/press**

ABOUT

Dr. Stephen J. Crawford

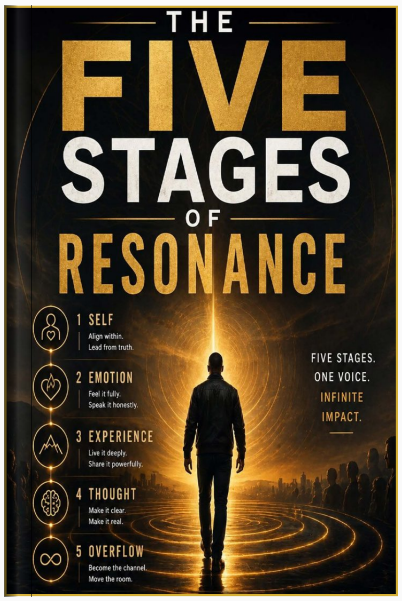
FOUNDER · EXPERIENCE ARCHITECT · AUTHOR · SPEAKER

From the South Side of Chicago to 33 countries.

Stephen grew up on the South Side of Chicago, where words were currency and silence was strategy. By twelve he knew that the wrong sentence in the wrong tone could end an evening, or a life. Reading a room was how you made it home.

Three decades later, that same instinct has carried him into boardrooms, conference halls, and sanctuaries across thirty-three countries. The framework in his book did not begin as theory. It grew from a question audiences kept asking him after he spoke: why did that move me?

The Five Stages of Resonance is his answer, built from two decades on stages and years of study, and from his refusal to accept that only some people are born to be heard.



Speak from the whole self and change every room you enter.

> *"I learned to read a room before I learned to read a book. That was survival. The rest was just translation."*
>
> DR. STEPHEN J. CRAWFORD

He is the founder of Experience Leadership Training & Coaching in Minneapolis and the author of The Five Stages of Resonance, published in English and Spanish. He has delivered programs for Medtronic, Boston Scientific, the United States Air Force, and the Department of Homeland Security.

He served as Executive Director for the International Maxwell Team, serves as Lead Faculty at the NeuroEncoding Institute, holds a doctorate from Bethel University, and carries 52+ professional certifications across leadership, communication, influence, and human performance.

Read the full story at **fivestagesofresonance.com/story**

Resonant Sounds

The Five Stages of Resonance soundtrack

Stephen wrote an album alongside the book: thirteen tracks, one for each movement of the journey, moving from performance to overflow. It carries the same message in a different language, for the listener who hears it best through music.

The album is dedicated to Breeanna Smith.

LISTEN EVERYWHERE MUSIC LIVES

Spotify · Apple Music · Amazon Music · YouTube Music · Tidal · Pandora · Deezer · iHeartRadio

Search **Resonant Sounds**, or visit fivestagesofresonance.com/resonant-sounds

THIRTEEN TRACKS, ONE JOURNEY

01	I Speak For Two	Dedication
02	One Voice	Introduction
03	One Instrument	Fractured Power
04	STRIKE ME I RING	The Break
05	Say it Like You Mean It	Every Word Is a Command
06	When I Look In My Eyes	The Emotional Frequency
07	Show Me the Dust	The Experience Threshold
08	Know the Price	Thought Is a Discipline
09	Lock in The Flow	Speaking from Flow
10	7400 S. Maryland	The Five-Dimensional Instrument
11	Ese Mar Sigue ahí	The Original Wholeness
12	I Am The Voice (reprise)	Unmask. Unscript. Unleash.
13	The Voice Was Always Yours	Acknowledgments

ALONGSIDE THE VOICES THAT SHAPED THE FIELD



John C. Maxwell
Leadership expert and bestselling author



Les Brown
World renowned motivational speaker



Paul Martinelli
Entrepreneur and success coach



Bruce H. Lipton, PhD
Cellular biologist and bestselling author



Joseph McClendon III
Peak performance expert

Bring this work to your people.

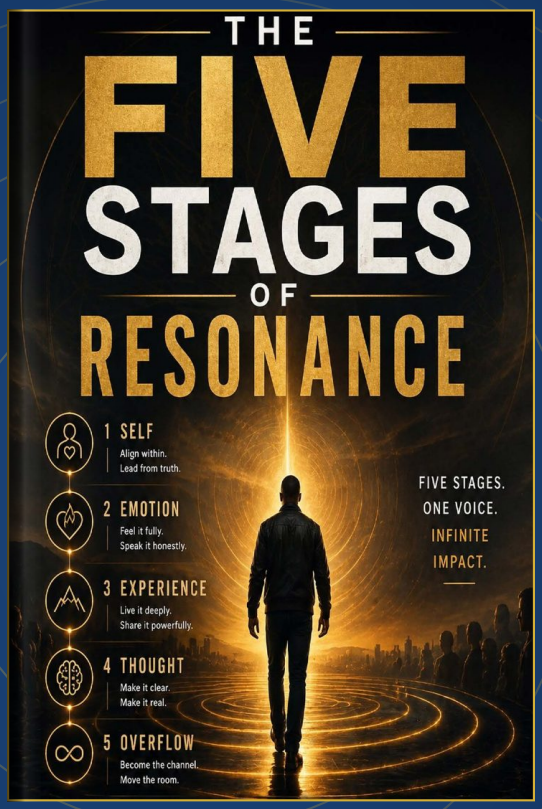
Tell us about your sellers, your buyers, and your offer, and we will design the right starting point around your team.

Schedule a Discovery Call

experienceleadership.com

The book, the story, and the music
fivestagesofresonance.com

Speaking and keynotes
drstephencrawford.com



Speak from the whole self and change every room you enter.