



# Client Engagement & Connection

---

*Helping professionals build trust, loyalty,  
and long-term success.*

## *Speaker Kit*

**Kylie Denton**  
Founder and Director,  
Performance Advisory Group

[www.performanceadvisorygroup.com.au](http://www.performanceadvisorygroup.com.au)  
[kylie@performanceadvisorygroup.com.au](mailto:kylie@performanceadvisorygroup.com.au)  
0409 129 723



# Table of Contents

<b>About Kylie Denton</b>	<b>04</b>
<b>Signature Keynote</b>	<b>05</b>
<b>Topics</b>	<b>07</b>
<b>Outcomes</b>	<b>08</b>
<b>Flexible Delivery Options</b>	<b>09</b>
<b>Who We Inspire</b>	<b>10</b>
<b>Thought Leadership</b>	<b>12</b>
<b>Media Appearances</b>	<b>14</b>
<b>Leadership Keynotes and Workshops</b>	<b>16</b>
<b>Let's Start the Conversation</b>	<b>17</b>





“

"True client engagement isn't about closing deals—it's about building relationships. When you lead with trust, authenticity, and value, business success becomes a natural outcome."

- Kylie Denton





# About Kylie Denton

**Purpose Driven.  
Transformational.  
Authentic.**



For Kylie, **client relationships** are *deeply personal*. At just 12 years old, she witnessed the profound impact a financial professional had on her family's future—a moment that shaped her lifelong belief that those who engage with clients aren't just delivering services, **they're changing lives**.

With over 33 years of experience in financial services and a background in *psychology*, Kylie has developed the **Sales Excellence Framework** —a proven approach to building client trust, overcoming objections, and creating emotional connections that drive better client outcomes and build lifelong relationships.

Her insights into **client psychology, emotional intelligence**, and **generational selling** make her one of the most sought-after voices in sales training for financial professionals.



# Signature Keynote

## The Science of Connection

### How Emotional Intelligence Transforms Client Relationships

**Client relationships** are the heart of any successful business - impacting referrals, new and ongoing business, client experience and more. But how often do we take the time to reflect on our *interpersonal skills, challenge ingrained habits, and seek new best practice?*

Engaging with clients is not just about transactions—it's about **connection**.

This keynote delves into how **emotional intelligence** and **client psychology** shape decision-making, helping professionals *build trust, strengthen relationships, and ultimately drive better client outcomes.*

Kylie will address the key challenges and adjustments needed to meaningfully engage clients in today's rapidly changing environment.

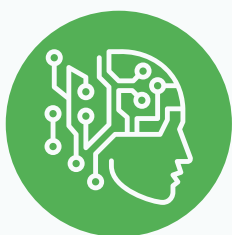
She'll take the audience on a deep dive to uncover insights into evolving client expectations and discover strategies to **elevate** and **humanise** the overall client experience.







## Key Takeaways:



### Understanding the emotional drivers behind client decisions.

Clients don't just make decisions based on logic—they are influenced by trust, emotions, and subconscious biases. Learn how to recognise and respond to these emotional drivers to build stronger, more lasting relationships.



### Adapting sales approaches for different generations.

From Baby Boomers to Gen Z, each generation has distinct expectations and communication preferences. Discover how to tailor your approach to resonate with different clients, fostering deeper engagement and loyalty.



### Communicating value with confidence.

Your value is only as powerful as your ability to articulate it. Develop the confidence and clarity to communicate your expertise in a way that resonates, builds trust, and ultimately drives client loyalty.

---

Whether you're new to client-facing roles or an experienced professional looking to refine your approach and adopt latest best practices, this keynote will help you challenge ingrained habits and assumptions, connect meaningfully with each generation and **cultivate human connections that last a lifetime.**



# Our Topics

In addition to our signature keynote, we offer a wide range of bespoke topics all designed to address critical challenges in today's financial landscape and to equip professionals with the tools to elevate their performance and build stronger client relationships.

- **Emotional Intelligence Mastery for Financial Planner Success:** Enhancing Relationships
- **Delving Deeper:** Using Emotional Questions to Understand and Serve Client Needs
- **Valuing Your Worth:** Reflecting Your True Value
- **Overcoming Objections with Confidence:** Strategies for Success
- **Closing with Confidence:** Essential Skills for Employees
- **Asking for Referrals:** Techniques for Expanding Your Client Base
- **Building and Maintaining Relationships:** Strategies for Long-Term Relationships

We are always attuning to the moment and regularly absorbing the latest research across people, place, and planet to supercharge connection, leadership and engagement. If there's a specific challenge or focus area not covered in our current topics, let us know—we can tailor content to meet your needs and are continuously expanding our offerings to stay ahead of the curve.

# Outcomes

Participants will walk away with:

- The confidence to engage clients with authenticity, influence, and impact
- A deep understanding of the emotional and psychological drivers behind the decision making process
- The ability to build lasting trust and loyalty by leading conversations with empathy and insight
- A powerful communication approach to articulate value with clarity and conviction
- The skills to navigate objections and turn challenges into opportunities for deeper connection
- A results-driven mindset to close deals with confidence and purpose
- Strategies to transform clients into long-term advocates and referral champions
- A client engagement framework that fosters meaningful relationships and drives sustained business growth

*Exceptional client engagement isn't just about transactions—it's about **trust, connection, and lasting impact**. Audiences will leave Kylie's insightful and dynamic sessions equipped with the mindset, strategies, and skills to **build deeper relationships, communicate with confidence, and turn every client interaction into an opportunity for growth and success.***





# Flexible Delivery Options

---

Our client engagement content can be delivered in a variety of ways to best suit your organisation's needs:

- Keynotes at Conferences & Industry Events
- Deep Dive Half-Day Workshops
- In-House Licensed Programs (delivered with you, or for you)
- Webinars (Live or On-Demand)
- Professional Development (PD) Days
- Strategic Workshops – Team or Company Level
- Peer Groups & Networking Sessions

Our insights are deliberately designed to meet you in your moment - whether it's empowering financial advisers, supporting BDM's, or uplifting client-facing teams – we've got the agility to have you covered.



# Who We Inspire



At **Performance Advisory Group**, we inspire professionals across financial services and a wide range of other industries to achieve greater success. From *financial planners* to *business development teams*, we empower our clients to build trust, connect with clients on a deeper level, and embrace ethical, purpose-driven business practices.

Kylie's passionate and proven approach helps professionals create lasting client relationships, navigate objections with empathy, and deliver outstanding commercial results.

## Kindred Spirits We've Worked With:



## Real Businesses, Real Impact:



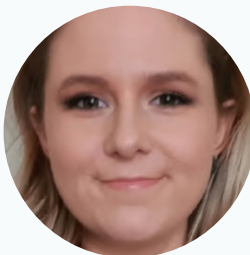
"Kylie came into our business like a breath of fresh air and helped us to build a consistent approach to our advice conversation. The framework used is practical and came with on-line learning to assist those that needed to see the practical application many times. I would thoroughly recommend her to any Advice business and would welcome her back any time."

**Lisa Kay, Chief Member Officer, Brighter Super**



"Kylie is an absolute expert in providing career, business and life changing Leadership and Sales Effectiveness training. A truly thoughtful and compassionate professional, who anyone wanting to streamline and improve their business, large or small, should contact immediately."

**David McKinnis, Managing Director, Profit Improvers Australia**



"Our entire experience with Kylie has been a pleasure. Having a framework to follow has increased the confidence levels of both myself and our team. We now have a consistent model to follow when speaking with existing and potential clients. I would highly recommend Kylie if you are looking to empower your staff and for them to have meaningful conversations with clients."

**Emma Magee, CEO, Express Super**



"Kylie's leadership capability uplift, sales and service training and her soft skills development programs are highly recommended and have made a definite positive impact. Most importantly, I value her honesty, her integrity and her ability to work across all levels with my team."

**Michael McKenna, General Manager, Brisbane City Council**



"This training and conversation framework has been a game changer. I see it engaged every day in my sales teams. If you want to level up, call Kylie Denton and Performance Advisory Group."

**Scott Challen, CEO, The QHI Group**



# Thought Leadership



Kylie is a passionate author and thought leader, contributing to several bestselling books on sales, client engagement, leadership and business excellence. She thrives on collaborating with industry experts to challenge perspectives, spark innovation, and deliver value to leaders and teams worldwide.

Her published works include:

- Empowering Employees Through Effective Delegation
- Fit-For-Purpose Leadership #6
- Fit-For-Purpose Leadership #7
- Sales Genius #2
- Leading From The Heart
- Resilient Women in Life & Business

Available in hardcopy and eBook on Amazon, these books provide actionable insights and strategies for leaders and sales professionals striving for excellence.

If you're looking for fresh perspectives on sales or leadership or opportunities to bring Kylie's expertise to your team or community, get in touch—we'd love to connect.



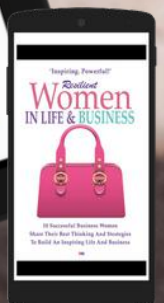
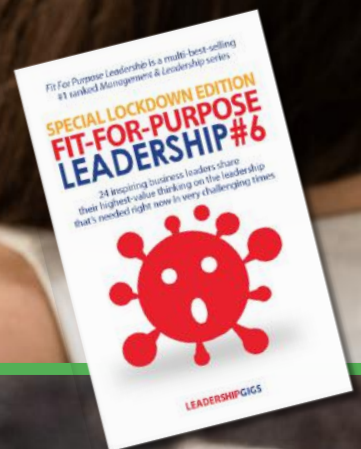
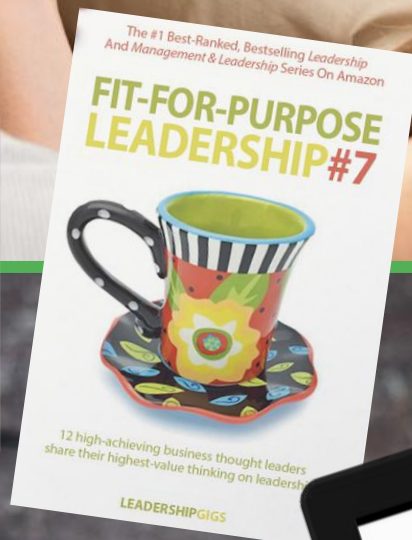
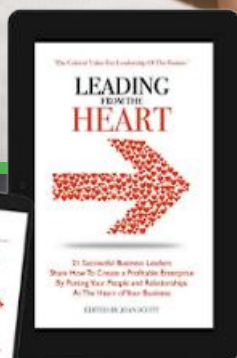
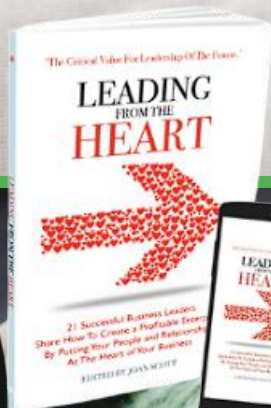
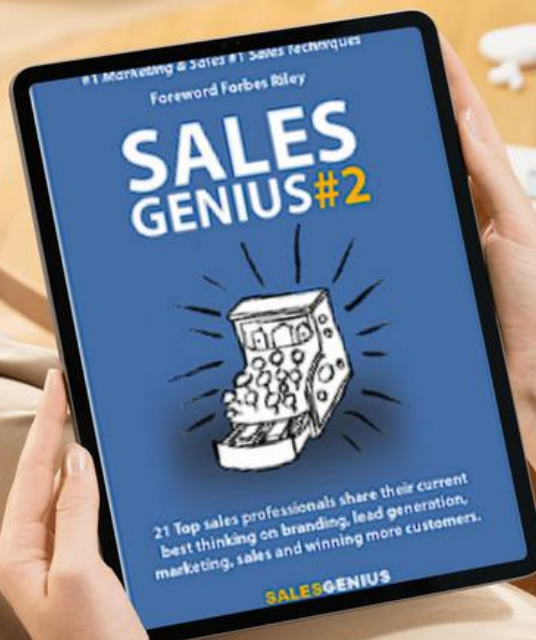
#1 Best Seller in the USA, UK, Australia and Canada

#1 Hot New Release in the USA, UK, Australia & Canada

#1 Best Seller in Business Decision Making & Management Science









# Media Appearances

---

- **Franchise Radio Show:** Episode 168 - How to Become an Inspired Leader with Kylie Denton
- **The Savvy Dentist:** Episode 417 - Build and Lead a High-Performance Team
- **Spark Coaching Live:** LinkedIn Live Sessions every fortnight with Spark Tank
- **Leadership Lounge:** 2024 Series - LinkedIn Live Sessions every fortnight. Hosted by Kylie Denton & Andrew Priestly
- **The Spotlight Series:** Episode 57 - How leadership teams can embed behavioural change and communicate more effectively with Kylie Denton
- **The Online Prosperity Show:** Leadership Secrets Unveiled - Kylie Denton's Inspiring Leadership Journey
- **Getting Mental Podcast:** Episode 14 - How to Develop Emotional Intelligence To Win In Life & Business
- **The IFA Show Podcast:** 11 Dec 2024 - Navigating the Intergenerational Wealth Transfer
- **Ensembl Advice Australia Podcast:** Episode #481 with James Wrigley - Multi Generational Wealth
- **The Exceptional Sales Leader Podcast:** Episode #752 with Darren Mitchell - The Power of Human Connection in Sales & Leadership
- **My Risk Adviser:** 4 Dec 2024 - Leading Multi-Generational Advice with Understanding & Empathy with Phil Thompson



ensombl: knowledge

Kylie Denton

hosted by James Wrigley



**The ifa Show**

**LISTEN NOW**

NAVIGATING THE INTERGENERATIONAL WEALTH TRANSFER

**KYLIE DENTON**  
Owner and Director,  
Performance Advisory Group

**LEADING FROM THE HEART**

**NOW Available!**

Amazon Worldwide EBK/PB

**ES**

**The EXCEPTIONAL SALES LEADER Podcast**

Episode #752 - The Power of Human Connection In Sales & Leadership with **Kylie Denton**



# Leadership Keynotes & Workshops

---

In addition to our client engagement offerings, we also deliver transformational leadership keynotes and workshops designed to help leaders build high-performing teams, navigate change, and foster cultures of accountability.



*Speak to us about how Kylie can support you to empower leaders to connect with their people, drive business outcomes, and lead with confidence in today's evolving workplace.*





# Let's start the conversation.

Book Kylie Denton to inspire your teams and transform your business.



**Phone**

0409 129 723



**Email**

kylie@performanceadvisorygroup.com.au



**Website**

performanceadvisorygroup.com.au

