

LARRY YOUNG.

BILLION-DOLLAR SALES ARCHITECT.

TURN SALES KNOWLEDGE INTO PROFITABLE GROWTH.

A high-energy, insight-driven keynote that helps leaders and sales teams move beyond outdated selling—and create value decision-makers act on.



Author of *Walk the Sales Plank*
and *The Dominant Competitor Strategy*

Lead Business Development
Instructor, Graduate School
of Banking at Colorado.

Two decades helping
organizations generate billions
in profitable growth.

BRING LARRY TO YOUR NEXT EVENT. →

boilingfrogdevelopment.com

Boiling Frog Development

LEADERSHIP & PERSONAL DEVELOPMENT TALKS.



WALK FARTHER THAN YOU HAVE WALKED BEFORE

When is the last time you did something for the first time?

Growth begins when we step beyond our comfort zone. What could change if you challenged your limits—and built a personal board of advisors to help you reach higher?

Great leadership development is strategic and intentional. Through powerful stories and practical strategies, Larry challenges participants to become uncomfortably fearless, surround themselves with people who push them forward, and discover a version of their leadership they never thought possible.

Leave ready to take a bolder next step—and build a team that helps you go farther.

BECOMING THE HERO OF YOUR OWN STORY

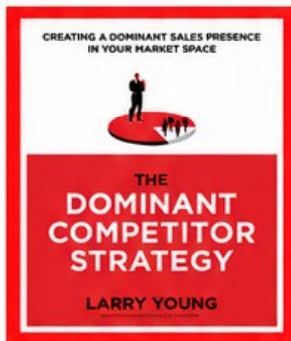
What if you became the hero of your own leadership story?

Extraordinary leaders think bigger about who they can become. That shift opens their eyes to greater possibilities—and gives them the courage to act.

Through compelling stories and practical strategies, Larry challenges participants to focus intentionally on the leader they want to become. This keynote connects that vision to action, helping them challenge the status quo, strengthen their leadership, and pursue goals they once considered out of reach.

Leave with a clearer vision of your next chapter—and the confidence to begin it.

SALES & TEAM BUILDING TALKS.



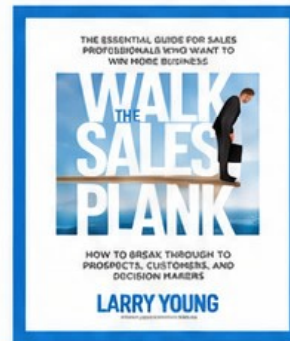
BECOMING THE HERO OF YOUR TEAMS STORY

What if we gave our teams the same value and service we expect them to give our clients?

Great sales leaders help people become the best version of themselves. That means challenging familiar habits, encouraging new ideas, and giving teams the support to grow.

Through humor, captivating stories, and practical strategies, Larry challenges leaders to rethink how they create value for their teams. Participants explore how to build confidence, embrace change, and turn individual development into stronger team performance.

To grow market share, we have to grow our teams.



BECOMING THE HERO OF YOUR DREAM CLIENTS STORY

Become the problem solver your clients need—and the partner they want to keep.

Today's clients expect value beyond a product pitch. This content-rich keynote challenges sales professionals to think differently about the problems they solve and the impact they create.

Drawing on *The Dominant Competitor Strategy* and *Walk the Sales Plank*, Larry shares practical ways to demonstrate, enhance, and monetize client value. Participants learn to understand what matters in a client's decision, lead powerful sales conversations, and deepen business relationships.

Create greater client value—and give dream clients a stronger reason to choose you.



TESTIMONIALS



“Expect growth in your organization from these tools.”

G. DEETZ — SENIOR DIRECTOR OF BUSINESS DEVELOPMENT, BELL BANK



“His concepts helped my company grow substantial market-share!”

TIM SCHUT — VP OF FIRST PREMIER BANK



“I would refer him with no problem.”

R. CHRISTOPHERSON — SVP CITIBANK



“I was able to implement some of his ideas at a board retreat I held one week later.”

LESLIE MORROW — STATE EXEC DIRECTOR, SOUTH DAKOTA



“He was truly inspirational and highly recommend speaking with or attending another authentic chat by Larry!”

A MOE — TRAINER AND SALES DEVELOPMENT



“Larry engages the audience with wit and humor that inspires performance.”

A WALSH — VP FIRST INTERNATIONAL BANK

SELECTED CLIENTS

- Arizona Business Bank
- BOK Financial
- Bell Bank
- Chambers Bank
- Citibank, NA
- Dakota Wesleyan University
- Disrupt HR
- EQUIP Business Institute
- First Bank and Trust
- First Premier Bank
- Graduate School of Banking CO
- Lewis and Clark Specialty Hospital
- Mesa Masterminds
- Mesa Chamber of Commerce
- Mesa Leadership Group
- Mesa Rotary
- Mitchell Technical Institute
- National Field Archer Headquarters
- National Speakers Association
- Non-Profit Vitality Council
- Norwest Financial Bank
- Reliabank
- Sales and Marketing Executives Inc
- SD Engineering Association
- SME Leadership Summit
- Senior Core of Retired Executives
- Sioux Empire United Way
- Sioux Empire HR Association
- Sioux Falls Annual Chamber event
- Small Business Administration
- South Dakota Bureau of HR
- S & P Global
- Two Bridges Capital
- University of Sioux Falls
- Vermillion NOW Campaign
- Wells Fargo
- Wolf Water Sports
- Yankton Area Progressive Growth
- Young Professional Crossroad Summit
- Yankton Chamber of Commerce

ABOUT LARRY

**A sharper perspective on sales.
A stronger path to growth.**

Larry Young brings an executive's perspective and a builder's experience to the stage. Over two decades, he has helped organizations generate billions in profitable growth—building sales structures, reshaping business development strategies, and launching processes that produced hundreds of millions in short time frames.

Larry is the owner of Boiling Frog Development, a consulting and training company that helps organizations sharpen sales strategy, strengthen leadership, and win more valuable client relationships. Through executive consulting, sales training, and leadership development, he helps leaders understand why they win or lose—and equips their teams to turn Sales Intelligence into stronger client conversations and profitable growth.

On stage, Larry combines candid insight, engaging stories, and practical strategies that invite leaders to rethink what is possible. Audiences leave with fresh perspective and clear ideas they can apply to their teams, clients, and next growth opportunity.

Larry is the author of *Walk the Sales Plank* and *The Dominant Competitor Strategy*, and serves as Lead Business Development Instructor at the Graduate School of Banking at Colorado.

BRING LARRY TO YOUR NEXT EVENT

Start a conversation about your audience and your goals.

CONTACT US

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