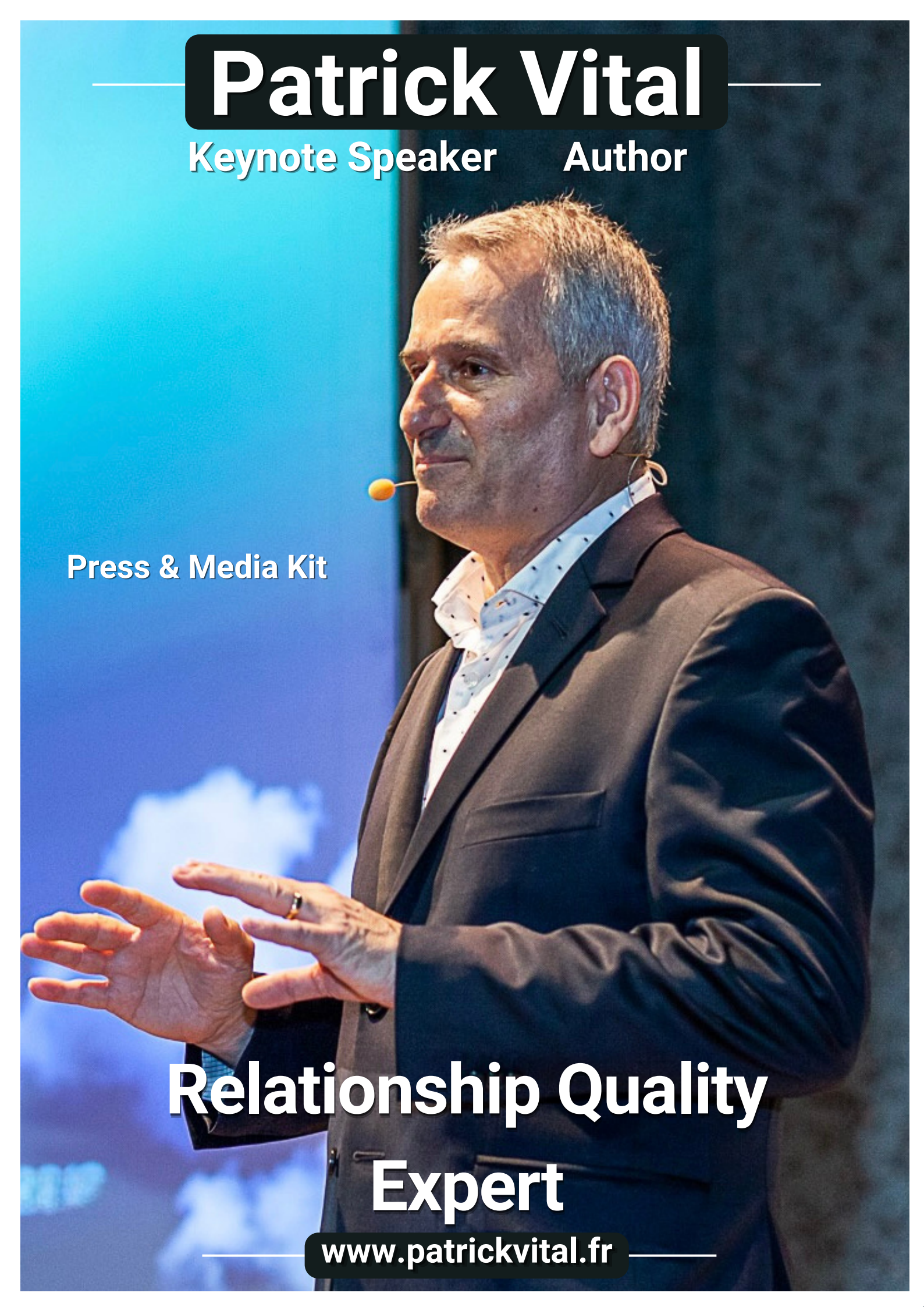


A photograph of Patrick Vital, a middle-aged man with grey hair, wearing a dark suit jacket over a light blue patterned shirt. He is standing on a stage, gesturing with his hands while speaking into a small yellow lapel microphone. The background is a bright blue screen with some abstract white patterns.

Patrick Vital

Keynote Speaker

Author

Press & Media Kit

Relationship Quality Expert

www.patrickvital.fr

WHO IS PATRICK VITAL?

International speaker, author and specialist in relationship quality, Patrick Vital has spent over twenty years observing human dynamics within organisations through the lens of an ethologist.

Founder of the Levito consulting firm in 2004, he has coached and trained more than 6,000 sales professionals and 4,000 managers in France and internationally, driven by a strong conviction: **skills create potential, but relationship quality is what turns it into performance.**



Author of *Sales & Negotiation* ('Vente et Négociation', Dunod) and *The Ethologist Manager* (Le Manager Éthologue), **he teaches negotiation, public speaking and management** at École polytechnique and Université Paris Descartes, **in both French and English.**

He has worked with companies such as Vinci, SNCF, Volvo, Axa, Pirelli and many others delivering more than **150 talks and workshops.**

The Patrick Vital experience is a talk that gives meaning, **helps people grow and creates real added value** for the audience. Through real-life anecdotes and concrete examples, he challenges the way we think about sales and management, and **inspires people to act** on their posture, their behaviour and their ability to persuade. Energising messages and field-tested tips that can be **applied immediately**, delivered with humour and energy.

His signature line:

“Relationship quality transforms potential into performance.”



#1

Stop trying to be the best. Become the favourite.

When the relationship makes the commercial difference.

- Understand why customers don't always decide to follow the "best".
 - Uncover the mechanisms that build preference, trust and buy-in.
 - Learn why relationship quality is your strongest competitive advantage.
 - Identify the behaviours that make you more influential, more heard, more remembered.
-

#2

Stop motivating. Generate desire!

The trigger for engagement and performance.

- Discover why the most well-liked leaders generate more engagement.
 - Understand why some teams go above and beyond, while others just follow instructions.
 - See how stronger manager-employee relationships drive lasting performance, boost cooperation and retain talent.
 - Activate the drivers of engagement and learn to spark genuine motivation in your team.
-

#3

Transform the relationship and gain influence.

Turning differences into a relational strength.

- Identify your communication style, your strengths and your blind spots.
- Explore what drives each person to react, decide or communicate differently.
- Strengthen your relationships by valuing the complementarity of different profiles.
- Learn to recognise different profiles and turn that diversity into an asset.

1h15 + Q&A · In person, remote, workshop · Tailor-made · FR / EN

BOOKS



TESTIMONIALS

"A high-quality talk that makes you reflect on the mindset behind our professions."



Jean Muller - President -



"Patrick Vital is a salesman speaking to salespeople."



Mickael Atlan - Sales Director -



"Very engaging, with a real ability to get the right messages across."



Gilbert Lemahieu - Board Member -



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