

MEDIA KIT

TYLER JENSEN

TOP PERFORMANCE STRATEGIST, SALES
CULTURE EXPERT, ENTREPRENEUR



SPEAKER



REEL

For Speaking, Interview, or Media Requests Please Contact us:

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🌐 <https://www.tylerjjensen.com/speaking>

▶ [Watch Speaker Reel](#)



MEET TYLER JENSEN

Whether it's selling to a client, overcoming an objection, recommending products, setting goals, hiring employees, creating a culture, strengthening your family, or bettering yourself, it takes optimism. Tyler J. Jensen, CIC, CPRM is a nationally respected business strategist and founder of The Top Performance Group, known for creating top performing sales culture. With a decade of experience, he has mentored hundreds of sales professionals and business owners from major companies around the US. Tyler was named KSL 5 Utah's 2025 Industry Leader for business coaching. Tyler's impact with insurance agents allowed him to be named Insurance Business Magazines 2024 Rising Star.

As an artist Tyler has sold his artwork in all 50 states and is one of the only freehand architectural artists in the world. As a magician Tyler has performed magic in Las Vegas, and on stages around the US. Tyler's insights on optimism and top performance principles have made a significant impact on the way sales is viewed in organizations. As a Top Performance keynote speaker his powerful message on optimism can help any sales professional overcome the three complacency models and live their best life. After years studying top-performance, he has discovered consistent patterns and strategies that can be used to overcome complacency, fear, failure, and negativity that is impeding individuals' paths to top-performance.

**KSL 5 TV'S 2025 INDUSTRY LEADER
BUSINESS COACHING**

**INSURANCE BUSINESS AMERICA 2024
RISING STAR**



Insurance
BUSINESS AMERICA



TYLER STUDIES THE PSYCHOLOGY OF TOP PERFORMANCE, AND OPTIMISM

Top performance is an ongoing pursuit. Almost everyone has experienced top performance in some instance in their life, yet the continual process of staying in top performance is what empowers you to live your best life.

You need to understand and implement the four key pillars to maintain a high level of performance. The problem keeping us from achieving greatness stems from one of the three complacency models. Busy, natural, and self made.

In most cases, people view the world through a negative lens that prevents them from taking the required action to be a top performer on a regular basis. They fall victim to fear, negativity, and naturally become complacent

Complacency is costing you thousands of dollars every year in sales for every employee.

If you don't implement the four pillars of Top Performance, your natural tendency is to move down the road of complacency. You become stuck and don't have the ability to progress. Complacency causes you to:

- Have poorer decision making
- Be more cautious
- Create more fear
- Project unfavorable outcomes
- Hinder your motivation
- Decrease your ability to complete tasks

Complacency is a great risk to every business. The lack of being able to perform at top performance leads 45% of new businesses to close their doors in the first five years.



THE MAGIC OF TOP PERFORMANCE

Crush Complacency, Close More Deals, and Live Your Best Life

Tyler delivers an engaging and insightful presentation through magic, artwork, and storytelling on achieving top performance by overcoming the three complacency models. Drawing from personal stories, real-life examples and of course magic, Tyler emphasizes the importance of audience engagement, overcoming adversity, and maintaining a positive mindset. By recounting his inspiring journey early in his career and sharing his engaging story of scaling personal mountains. Tyler illustrates how optimism can transform even the most challenging situations into opportunities for growth. The speech includes interactive activities, artwork, magic, and practical strategies, that help individuals realize their own complacency model and how to overcome it. These strategies will help participants cultivate a positive outlook, enhance their decision-making, improve systems and productivity in the workplace, and foster top performing cultures.

A key highlight of the presentation is Tyler's top performance framework, which comprises four pillars: optimism, systems, power, and focus. Tyler demonstrates how to find humor, positivity, and magic in difficult circumstances. The framework emphasizes the importance of creating robust systems to guide and support individuals, harnessing personal power to overcome obstacles, and maintaining a sharp focus to achieve goals. Tyler explains how these elements work together to paint a picture for individuals to give their best performance.

Jennifer Deppe, GA

"All I can say is WOW! Tyler spoke at our state Sales Association event. He had my full attention with his humor and great stories. I wasn't the only one who had his full attention with the techniques in his teaching. Bringing real life examples to remember the material was incredible for me to take back to my real-life work environment."

TAKEAWAYS

Leaving this presentation your audience will:

- Know how to overcome the three complacency models.
- Develop an Optimistic Mindset, on average this increase productivity by 31%
- Refine your Systems for Success, on average this increases employee satisfaction by 89%
- Power to turn trials and set backs into successes, this on average translates to 29% increase in sales.
- Focus on their personal journey towards top performance, 87% show an increase in employee engagement.



THE CARE FRAMEWORK

Leading a Value-Driven Sales Culture

In this powerful and engaging keynote, Tyler Jensen explores the intersection of company culture and sales success through the lens of the CARE Framework: Customers, Attributes, Reputation, and Employees. He opens with a candid story about giving honest feedback at a company conference, only to be disciplined afterward, highlighting how leadership's reaction to criticism is a direct reflection of a company's culture. This experience solidified his commitment to helping organizations align their sales processes with a culture of care. He explains that everything a company does is either adding to or removing from the perception of value and that successful sales culture starts by truly caring in four key areas.

Through compelling stories, visual frameworks, artwork and even a touch of magic, Tyler walks the audience through each pillar of CARE. From creating memorable customer experiences to building internal trust as a leader, he emphasizes that culture drives performance. He stresses that employee experience precedes customer experience and that companies should invest in their people if they want long-term success. The session concludes with a clear call to action: recognize that every interaction either strengthens or weakens your reputation, and the companies that thrive are those that truly care.

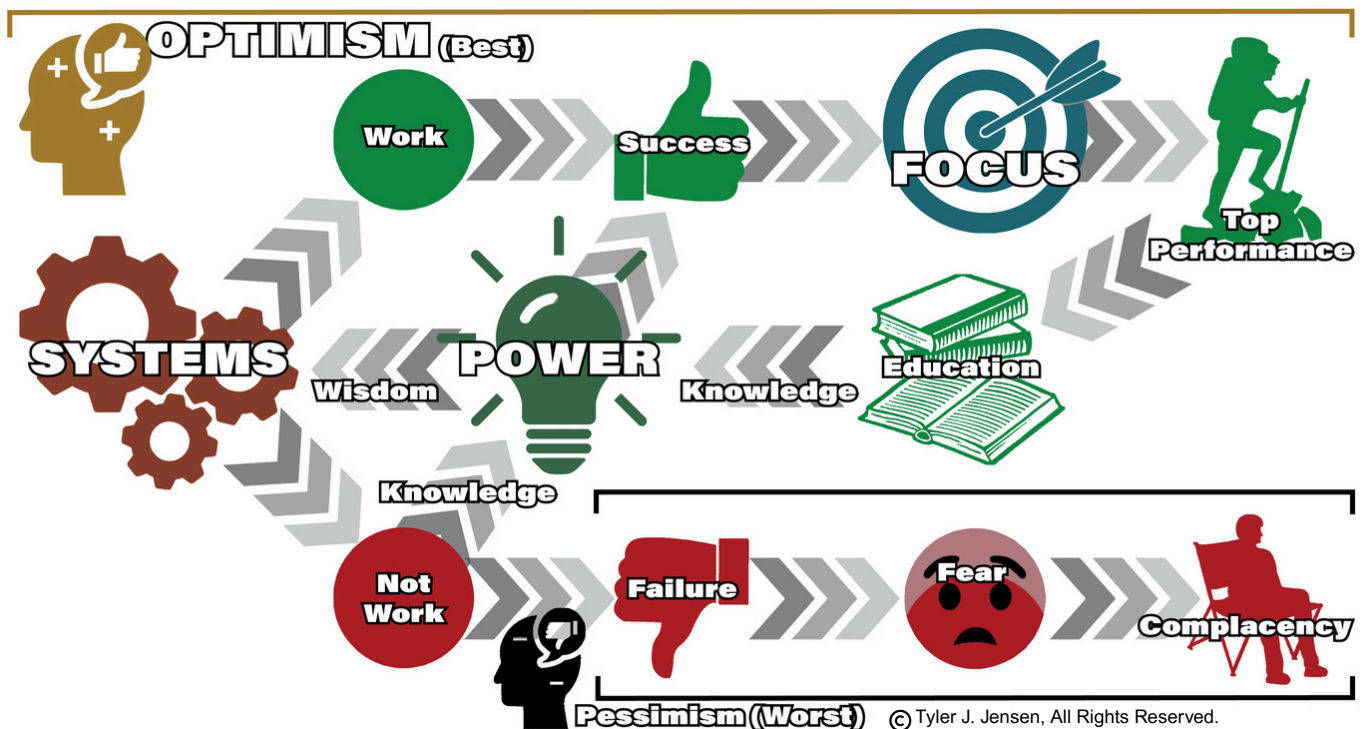
TAKEAWAYS

Leaving this presentation your audience will:

- Know how to create a culture that drives retention.
- Create intentional experiences which increases customer satisfaction by 75%
- Increase the client's perception of value increasing conversion rates by 20% and a significant increase in repeat business.
- Learn to provide daily recognition to employees that shows 26% increase in financial performance and 87% increased employee engagement.

PANEL AND INTERVIEW QUESTIONS

- What is keeping me from being a top performer?
- Can you discuss the three complacency models that we all fall into?
- How should we respond to trials?
- Can you talk about what separates those who stay as top performers and those who resort back to complacency?
- How can we move past price based sales?
- In your value based selling, you talk about controlling what you can control. Please elaborate on that.
- Can you explain how to create experiences for clients?
- What are the key elements of a positive workplace culture?
- What strategies do you recommend for leaders to empower their employees?
- Failure is often a part of growth. How can leaders help their teams embrace failure as a learning opportunity?



"Tyler is invested in the success of every individual that he serves, He is a shockingly unique individual with his ability to take complex concepts break them down the smaller bite size pieces and maybe even provide a flare of magic to relate it all to an individual. You can't go wrong with Tyler at your next event."



WILLIAM HOLD
CEO, RISK AND INSURANCE ALLIANCE



JIMMY NOORLANDER
THERAPIST AND PODCAST HOST

"Tyler is a true master of business. Spend just five minutes with him, and you'll walk away with a wealth of valuable insights you didn't even know you needed. He has an incredible ability to pinpoint your strengths, give you the confidence to build on what you've already doing well, while also identifying areas for growth in a way that feels constructive and empowering. His supportive and approachable style makes it easy to take feedback and turn it into action. Whether you're just starting out or looking to refine your strategy, Tyler will guide you to the next level."



JASON CARLYLE
20 YEAR INSURANCE AGENT

"I had more purpose, more energy, better relationship with my spouse, my RVP called and told me she had never seen this energy from me before and asked where it came from. I have increased revenue by over \$100,000 in a few months. All I can say is top notch!"



MARK TALUKDAR
PEAK PERFORMANCE COACH

"There are so many teachers out there that I have learned from and the best teachers that I've ever had were the ones that were able to take a very complicated topic and be able to explain it so well that it became second nature. Tyler has an ability to do that, and that is a gift."



TROY DELAIR
ELITE AGENT, QRT TABLE MDR

"I think this is something that every owner should look at doing, especially to help their staff members and themselves. What I have seen is absolute truth, I am going to be Tyler's greatest success story from an already successful agent."

A portrait of Tyler Jensen, a man with short blonde hair, smiling and sitting. He is wearing a black t-shirt with the word 'OPTIMIST' and a definition of the word. The background is a dark, textured wall.

TYLER JENSEN

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FEE SCHEDULE

LOCAL TO OGDEN (4 hour drive)

60-90 Minute Keynote	\$3,000
Half Day Workshop (up to 4 hours)	\$4,600
Full Day Workshop (up to 8 hours)	\$6,000
Accelerator	\$20,000

(Four full day workshops scheduled over 4 months)

US, CANADA, AND MEXICO

60-90 Minute Keynote	\$6,200
Half Day Workshop (up to 4 hours)	\$8,000
Full Day Workshop (up to 8 hours)	\$10,000
Accelerator	\$30,000

(Four full day workshops scheduled over 4 months)

EUROPE, ASIA, AND AUSTRALIA

60-90 Minute Keynote	\$8,600
Half Day Workshop (up to 4 hours)	\$10,300
Full Day Workshop (up to 8 hours)	\$12,400
Accelerator	\$30,000

(Four full day workshops scheduled over 4 months)

IMPORTANT

- Please call for pricing on customer programs
- Hotel to be booked and direct billed by the client
- International engagements minimum of 2 nights hotel, ground transportation and food provided, booked, and direct billed by the client