



SWAGGER
INSTITUTE



Objection to Opportunity

We don't fear objections — we teach your team to welcome them, navigate them, and turn them into opportunities.

Proposals That Win

Learn how to turn ideas into persuasive proposals that move people to act.

Customized to Your Team

Whether you have 5 or 500, we design training that meets your team where they are — and custom-build it to fit your goals.

Coaching for Managers and Leaders

Great sales teams start with great leadership. We coach your leaders to inspire, coach, and drive next-level results.

More Than Sales Training — It's a *Swagger Experience*

At Swagger Institute, sales training isn't about lectures and generic slideshows — it's about energy, engagement, and **real-world results**.

Led by Derron Steenbergen, our sessions breathe life into your team. Derron's approach is bold, fresh, and unforgettable — blending powerful lessons with real connection, lasting skills, and a spark that teams carry with them long after training ends.



MEET YOUR TRAINER: DERRON STEENBERGEN

Founder of The Swagger Institute and a nationally recognized speaker, leadership coach, and customer service expert, his engaging, no-fluff training style equips teams with the tools they need to lead, serve, and show up with confidence.