

Creator of the Magna Influence Method — the Human Integrity Method —>

FABIO MARQUES

Where Leadership Excellence, Sales Excellence & Service Excellence converge for sustainable growth with total integrity.



Most organizations don't have a sales problem, a leadership problem, or a service problem. They have an alignment problem.

For nearly three decades, Fabio Marques has helped organizations in 20+ countries align how they lead, sell, and serve — so results don't just improve, they compound. He is the creator of the Magna Influence Method: the system that builds the human integrity that automation cannot replicate.

4,000+
Presentations

20,000+
Hours on Stage

20+
Countries

300+
Organizations

200,000+
Professionals Trained

3
Languages

THE MAGNA INFLUENCE METHOD — one system, three dimensions.



*Leadership affects sales. Sales affects service. Service affects loyalty.
Loyalty affects growth. And integrity affects everything.*

Trusted by 300+ organizations, including:

Apple • Merck • Microsoft • Corteva • Cisco • Audi • Schneider Electric • Volvo • JLL

Keynote Programs

Choose the entry point; the Method connects all three.



Keynote 1 · Leadership Excellence

Personal Power, Professional Excellence

The HANDY SUCCESS Formula for Trust, Influence, and Consistent High Performance.

- Build the identity and presence that earn trust before a word is spoken
- Communicate with clarity and congruence under pressure
- Turn consistency into a durable competitive advantage

Keynote 2 · Sales Excellence

Effective Value Selling Conversations

Transforming Negotiations for Bigger, Faster, and More Profitable Deals.

- Lead value conversations that move buyers off price
- Protect margins and shorten sales cycles without discounting
- Handle objections with ethical influence — never pressure

Keynote 3 · Service Excellence + Leadership

Legendary Leadership Culture

Building Value-Centric Cultures for Talent Retention, Customer Loyalty, and Profitable Growth.

- Align leadership behavior with the results you want downstream
- Reduce turnover and build loyalty that compounds
- Turn service into a growth engine, not a cost center

Within nine months, one client recorded a **14x** return —
a **1,302% ROI**, with margins up **four points**.
An agribusiness client grew from **\$300M** to **\$3.2B**.

About Fabio

After a career inside Siemens, IBM, and Alcon Surgical, Fabio built his own company and spent nearly three decades proving the Magna Influence Method in the field — across 20+ countries and 300+ organizations. He speaks in English, Portuguese, and Spanish, and does not come to inspire and leave. He comes to change how your people lead, sell, and serve.

Best Fit For

Sales kickoffs (SKOs) • Annual conferences & association events • Leadership & executive meetings • Revenue-acceleration initiatives • Client-facing team summits (sales, service, customer success).

President, National Speakers Association — Florida (2026 – 2027) • Certified Professional Member, NSA & Global Speakers Federation • Guest lecturer in MBA & executive-education programs • English • Portuguese • Spanish

Bring Fabio to your stage.

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