

# **S. E. Day**

**The Graceful Negotiator & Personal Finance Expert at The Legally Steal Show, Inc / S.E. Day & Associates**

Tampa, FL, US

Give me 60 minutes! I will have your audience closing more deals even when their clients don't want to purchase!

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## **Description**

Mr. Day is a respected and sought after, professional speaker and best-selling author with more than twelve years of public speaking experience and 20 years of automotive sales, management, and dealer-owner experience. S. E. is often requested to present his speaking and training series titled, The Graceful Art of Negotiations, which teaches his audiences how to turn a "no" to a "yes" in sales through effective negotiation.

Combining his prior experiences as a U.S. veteran, seminar facilitator and award-winning salesman with his negotiating techniques, Mr. Day has found effective means of educating others through his talk show, keynotes, and training seminars. S. E. is also a small business champion and consultant who advises business owners on strategies of sustainability and growth, effective contract negotiations, business structure and credit, etc.

Mr. Day currently uses the platform as the host of The Legally Steal Show to keep his audience informed of the financial pitfalls and personal finance while giving them the knowledge on issues which matter most to their wallets! As of February 2012, Mr. Day is the official Spokesperson for Grow Financial Federal Credit Union based in Tampa, Florida.

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## **Availability**

Keynote, Moderator, Panelist, Host/MC, Author Appearance

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## **Industry Expertise**

Media - Broadcast, Business Services, Advertising/Marketing, Consumer Services, Corporate Leadership, Think Tanks, Automotive, Professional Training and Coaching, Financial Services, Non-Profit/Charitable

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## **Topics**

The Graceful Art of Negotiations, Sales Motivation, Leadership Under Fire, Leadership Synergies, Women in Business, Diversity in Leadership, Business Relationships, Youth Entrepreneurism, Corporate Structuring & Staff Development, Business Credit

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## **Affiliations**

Wheels of Success (Board of Director), Tampa Bay 500+

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## **Sample Talks**

### **Sales Motivation / Inspiration**

With more than 20 years of award-winning, sales experience and negotiation skills, S.E. delivers a powerful and inspirational message to sales forces.

### **Women in Business**

S.E. delivers a powerful engagement with women leaders while encouraging them to take charge with their uniqueness using negotiating techniques without reservations or stigmas.

### **The Grace Art of Negotiations Series**

As a former law enforcement investigator and sales negotiator, S.E. has delivered his staple series of speeches and training to thousands of individuals. He teaches the art of negotiations through 7 phases to maximize results. "Read your client like a book and alleviate his/her objections to close the deal, gracefully!"

### **Entrepreneurism**

Once a young entrepreneur himself, S.E. will deliver a dynamic talk to youth while impressing thoughts upon them the negotiation tips to capitalize as young entrepreneurs while encouraging educational growth.

### **Leadership Under Fire (Corporate)**

A proven leader in real-life combat, S.E. talks to corporate leaders about handling adversity under fire through effective negotiations with shareholders, superiors, subordinates, and the media. "When in charge, take charge!"

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## **Past Talks**

### **Title**

Executive Women's Committee - Keynote (Private Business Club)

### **Title**

NFL Super Bowl 43 Career Expo - Expert Panelist

### **Title**

National Association of Female Executives - Keynote

### **Title**

Atlanta Association of Insurance Women - Keynote

### **Title**

Fulton County Public Schools Conference - Keynote

### **Title**

Georgia Fatherhood Program - Keynote

### **Title**

Fulton County Business Incubator - Keynote

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## **Education**

**Southern New Hampshire University**  
MS Community Economic Development

**US Army Military Police School**  
Diploma Advanced Military Police Officer Training

**Southern New Hampshire University**  
Diploma Credit Union Board Management & Operations

**Georgia Public Safety Training School**  
Diploma Specialized Law Enforcement

**US Army Military Police School**  
Diploma Basic Military Police Officer Training

**Mississippi State University**  
BA Political Science

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## **Accomplishments**

**Spokesperson**  
Credit union spokesperson for Grow Financial Federal credit union

**U.S. Veteran (Persian Gulf War)**  
Served as a military officer before, during , and after the 1990-91 Persian Gulf War.

**Who's Who in Atlanta**  
Recognized as an "up and coming" entrepreneur for 2006 in Who's Who in Black Atlanta

**Who's Who in Atlanta**  
Recognized as a "power mover" for 2007 in Who's Who in Black Atlanta

**Best Selling Author**  
Best-selling author status of The Negotiating Experience, Your Car Deal Your Way! (2nd Book)

**November Spotlight for FOCUS Magazine**  
Cover recognized as Tampa's newest and most engaging consumer advocate for FOCUS Magazine

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## **Testimonials**

## **Debbie Lundberg**

"SE Day has boundless enthusiasm, interest and drive to get you the information, education and appreciation for all you can do when buying a vehicle! SE spoke to a group I am a part of, and clearly everyone was blown away by his expertise and sharing nature. Thank you, SE!!"

## **Sherida Furgenson, CFP, CEBS, AMWA**

"I referred S.E. to a company for a marketing project and observed his presentation. He was excellent! He is knowledgeable, personable, and does his homework. I recommend anyone who is looking for a unique marketing project, trainer or speaker to contact him." Sherri Ferguson

## **Edgar Bateman III**

"SE Day is an effective and successful deal maker. He has an uncanny ability to get the deal done whether negotiating your next automobile purchase or by creating a synergistic corporate partnership. SE is the person to call if you want to get the deal done and do efficiently and ensure all parties maximize all opportunities."

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