

World Class Speaker Teaches State-of-the-Art Selling

A Harvard MBA who is combining her tremendous success in sales and marketing with 15 years of research into best practices in selling – to dramatically improve sales performance around the world regardless of the state of the overall economy.

Lenann Gardner



Why is there a need for an update on state-of-the-art selling skills?

Most people selling today operate out of instinct, on the basis of out-of-date sales training, or using “the approaches that have worked for us in the past.” These presentations focus on the selling processes that have been proven to work best in today’s marketplace, and they are customized to each audience.

Most Requested Presentations

Trends in State of the Art Selling

Changes in Buyers’ Attitudes Require New Sales Approaches

Companies are not capturing all the clients and revenue they could. Although they have valuable services and products, those responsible for capturing new clients and new revenue streams don’t know how best to sell to today’s educated, sophisticated, cynical and often overwhelmed buyer. Learn how to bring structure, discipline and accountability to an updated sales process. This will overcome sales leaders’, and salespeople’s, outdated methods and lethargy, regardless of the state of the overall economy.

You will discover:

- ♦ Cynical buyers have transformed the selling process.
- ♦ Four specific behaviors encourage prospects to trust – a precursor to buying.
- ♦ Research reveals fresh, authentic approaches to drive sales.
- ♦ Four simple measurements that are key to a structured and successful selling effort.

A Change Will Do You Good!

Simple Changes to Turbocharge Sales Results

Success in selling often depends on our ability to abandon what we think we know. We must view selling in a fresh way, tossing out the belief that selling is telling, that we must “overcome” objections, and that great presentations make great sales.

You will discover:

- ♦ Pain is the most powerful principle around which you can structure a sales conversation.
- ♦ How *The 90-10-90 Rule* can transform your sales results.
- ♦ Dealing with your prospect’s pain – rather than his needs or wants – will reveal his motivations to buy, shorten the selling process, and result in greater sales success.

We now have data about what works in selling. Learn it. Use it. Profit.

Who Should Attend?

- CEOs
- Executives
- Managers
- Partners
- Independent professionals
- Business owners
- Sales professionals

For information on this speaker, contact:
Lenann Gardner
11024 Montgomery NE
Suite 308
Albuquerque, NM 87111
505.828.1788
Lenann@YouCanSell.com
www.YouCanSell.com

About Lenann Gardner

Lenann Gardner is a Harvard MBA and international expert on state of the art sales research. She helps people understand the sales skills which work today to achieve massive improvement in closing success rates.

Drawing on her own work and all the latest sales research, Lenann gives you proven ideas in a simple, entertaining and easy-to-understand style.

She has assisted professional accountants, consultants, hoteliers, attorneys, financial services providers, scientific and technical professionals as well as small business owners in multiplying their revenues.

Lenann's achievements include:

- #1 sales representative worldwide at a unit of Xerox Corporation; Xerox Par Club President.
- As a marketing executive, was Product Manager for a new line that had the best launch year of any product in its category in history, producing \$75 million in profitable sales in Year 1.
- Later as Manager of New Business Concepts at that same company, Mattel, launched a line that produced \$40 million in sales in its first six months.
- As a consultant, in work with salespeople in Marriott's South Central Region, assisted hotels in adding \$58 million in new sales to cold prospects within 210 days following a single day of sales training.

Lenann is former Assistant Professor of Marketing and Management at Chapman University, Orange, California; Instructor at Johns Hopkins University, Baltimore, Maryland, and Chapman University, Albuquerque, New Mexico.

She holds the American Marketing Association's "Professional Services Marketer of the Year" award for her state, and is profiled in Who's Who in America, 2006 Edition.

Her keynotes reveal the cutting edge approach to sales that the world has been waiting for and her seminars demonstrate how to apply it in real life situations, giving participants the words to say to make sales happen.

Lenann's new book, *GOT SALES? The Complete Guide to Today's Proven Methods for Selling Services* was published in February 2007.

A Few of Lenann Gardner's Clients

Deloitte
Marriott (USA, Europe, Middle East, Africa)
Sandia National Laboratories
KraftMaid Cabinetry
Vistage/TEC
(an association of CEOs)
Association of Accounting Marketing
Association of Professional Design Firms
Southwest Practice Management Group
Larkspur Hospitality
Gaylord Hospitality
Associated General Contractors
Bank of America
National Association of State Farm Agents
Hyatt
Hilton
Prudential
ECCO Design, Inc.
American Polysteel Forms
MeesPierson (Netherlands)
First Union Bank
GET Systems
TechLink
Consulting Radiologists
TEAM Environmental Consulting
Synergon (Hungary)

Delighted Clients Say...

"I attribute, easily, \$10 MILLION in sales growth directly to Lenann."

— *Mark Walton, Former Regional Managing Partner, Deloitte & Touche Central Europe, Now Chief Operating Officer, KPMG Central and Eastern Europe*

"In the 120 days following work with Lenann, we closed over \$7,900,000 in new business. Our results for the same period during the previous year: \$4,600,000. And, of course, this year's results occurred while 8 of our 20 hotels were under renovation! Wow!"

— *Ken Leone, Executive Vice President, Larkspur Hospitality Corporation*

"Your presentation was entertaining as well as insightful and informative, to the delight of the audience. The expectancy I had about your presentation based on your extensive academic credentials and your fantastic selling and marketing performance achievements was completely fulfilled, and then some."

— *Gabriel A. Nazzola, (Past) President, National Association of State Farm Agents*

"Lenann changes people's lives – the way they work, think and are motivated. She makes a very real, and quite incredible, difference."

— *Patti Roland, Vice President Sales and Marketing, Stonebridge Homes*

"We have brought in over 100 pieces of new business since you began working with us just 110 days ago!"

— *Leroy Bolt, Managing Partner, Condley & Company (accountants and consultants)*