

Introduction for Bernadette McClelland

Our next speaker owns the **sales leadership and mindset** space in Australasia and has spoken with thousands of people on how to authentically (and profitably) connect and convert more business opportunities.

Today she will share 5 keys that will challenge you to shift what it means to sell in this new Connection Economy, recalibrate your commitment in an environment filled with random curve balls and lock in the behaviours necessary to become a commercial powerhouse in these post pandemic years.

Bernadette's keynote '**SELLING. SELLING. SOUL'd - From Reluctant Salesperson to Confident Sales Leader**' addresses five mega-trends every person that sells must hear, leveraging her successful sales career in Corporate Australia, her leadership role as Asia Pacific's Master Coach for Anthony Robbins, insights gained through coaching students in the sales component of their Harvard MBA program and life lessons of having walked solo across Spain and Portugal without a guide, a map, or her laptop

Ladies and gentlemen, please welcome, award-winning author of **The Art of Commercial Conversations** and **Camino Pilgrim**, Bernadette McClelland...