

## **LONG BIO**

### **High Content Speaker on Sales Leadership and Mindset**

Australian, Female, Pragmatic, Inspirational, Compelling, Real!

Business environments wanting to STAND OUT! In a competitive market and increase their revenue and profits ask for Bernadette McClelland because of her thought leadership on sales leadership and storytelling — all designed to master the outcomes that matter.

Bernadette has:

- Proudly coached Harvard MBA students on their sales enablement curriculum
- Been the Master Asia Pacific coach for Anthony Robbins across twelve countries
- Authored five books on leadership and sales transformation with her bestseller being ‘The Art of Commercial Conversations – Drive Revenue. Increase Margin. Sell A Difference.’
- Named in the Top 50 Speakers globally by Top Sales World and award-winning blogger
- Been featured in The Age, BRW, India Economic Times, Jeweller Magazine and Australian Financial Review
- Shared leadership stories and sales strategies on stages from Paris to Portugal, Atlanta to Alice Springs, Sydney to Chicago, New Delhi, New Zealand and New York City, Bangkok to Brisbane, and Melbourne to Minneapolis with her memorable Australian accent, feminine approach, and cutting-edge ideas.

## **SHORT BIO**

### **High Content Speaker on Sales Leadership and Mindset**

Australian, Female, Pragmatic, Inspirational, Compelling, Real!

Bernadette offers her clients a unique experience in helping them STAND OUT! In this new Connection Economy. She is a natural storyteller and very inspirational speaker on leadership, sales, and motivation. She has been the Asia Pacific High Performance Coach for Anthony Robbins, Sales Mentor for Harvard MBA students, award winning author and Top 50 sales speakers, awarded Top 35 Most Influential Women in Sales Globally. A high content, warm yet direct speaker who walks her talk, you will be remembering her insights well after you leave the room.

Contact details to share

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