

Introduction for Bernadette McClelland

- Who wakes up every day knowing exactly where their next sale is going to come from?
- Who finds themselves defaulting to product talk more often than they know they should?
- Who thinks negotiating is the most exciting part of the sales process... yet is never excited when that moment arrives?

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

She's a native of NZ, a citizen of Australia and now a proud and bona fide Alien of the USA and is about to share never heard before ideas on how to **STAND OUT!** by:

- Sharing what elephants have in common with increasing market share
- How free hugs from strangers can revitalize your value proposition and
- Why a toilet paper mantra changed her view on selling at top dollar!

Please welcome our next speaker and award-winning author of **The Art of Commercial Conversations**, Bernadette McClelland...