

Bernadette McClelland is a thought leader in sales leadership and StorySelling.

Combining an executive career in Corporate Australia, a penchant for human behaviour and a natural storytelling style, she delivers powerful strategies to businesses so they can connect and convert more economic opportunities.

She has proudly coached Harvard MBA students on their sales enablement curriculum, been the Master Asia Pacific coach for Anthony Robbins across twelve countries and had two of her five books endorsed by the legendary author, Brian Tracey.

Having been named in the Top 50 Speakers globally by Top Sales World, she has spoken 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

Her articles have been featured in The Age, BRW, India Economic Times, Jeweller Magazine and Australian Financial Review and she has also been awarded one of the Top 35 Most Influential Women in Sales Globally. A high content, warm and direct speaker who walks her talk, you will be remembering her insights and humour well after you leave the event.

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