



BERNADETTE MCCLELLAND

Sales Leadership and Business Story Speaker

STAND OUT!

Gain Your Competitive Advantage through Strategic Story

KEY MESSAGES

- ✔ **SELL CHANGE!** To sell change is to mitigate risk and help broker a decision. We need to remember that our buyers don't mind change; it's changing they resist!
- ✔ **TRUST AND INSPIRE!** It's time to evolve sales-centric speak and navigate our buyer's assumptions around 'Why you? Why now and Who cares?'
- ✔ **OWN THEIR OUTCOMES!** It's about knowing how to get clarity on our buyer's outcomes, not just ours, to ultimately drive both our incomes.
- ✔ **RE-IMAGINE NEGOTIATIONS** The question we need to ask in the deal-making room is, 'are we *telling* stories through our biased lens, or *seeking* stories through our buyer's lens?'
- ✔ **YOUR STORIES MATTER** Identify the stories you tell yourself about your buyers, the stories you tell your buyer and the stories your buyer tells you because Facts TELL, Stories SELL!

FOR BUSINESSES THAT WANT TO SHIFT THEIR BUYER'S INDECISION, MASTER INFLUENCE, AND BUILD MASSIVE TRUST

A UNIQUE APPROACH

Australian! Humorous! Compelling!

Tony Robbins referred to her as a 'superstar'. Harvard ratified her as one of their MBA sales coaches and Brian Tracy has endorsed two of her books on sales leadership.

In an environment of accelerated mental health challenges, top talent turnover and reduced market share, Bernadette McClelland will gently push your buttons to inspire and challenge you *to think differently* about the responsibility of business building in an online and remote world.

In this inspiring and entertaining, yet practical keynote, her 5 key mega-ideas will help you re-imagine the role a modern-day seller plays in this post pandemic, connection economy - to **STAND OUT** above the competition.

Bernadette's programs will help your team, members, franchisees or leaders elevate their commercial conversations by unleashing their StorySelling genius.

RAVE REVIEWS

"Bernadette's presentation was followed by a year of company growth."

Jeff Dunn, Director of Sales, Northwest Exterminating, Atlanta, GA

"Our audience always walks away energised and ready to act."

Jeb Blount, Co-Partner, OUTBOUND Global Sales Conference

"She impacted me in a way few speakers ever have."

Darryl Prail, Chief Revenue Officer, VanillaSoft

"I wasn't planning to sit through the session fully and I ended up spending one and a half hours because Bernadette did captivate me."

Madhavan P, Vice President TATA Teleservices, New Delhi, India



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