

## 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) amplify their potential and achieve the results that matter the most.

She's a native of NZ, a citizen of Australia and now a proud and bona fide resident and Alien of the USA and we get to hear her brand-new ideas on **Stop Selling Widgets. Start Selling Wisdom.**  
by:

- Sharing what elephants have in common with 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** and **Shift and Disrupt**, Bernadette McClelland...

## Introduction for Bernadette McClelland

- Who wakes up every day hoping like crazy they make it through without ending up a hot mess?
- Who finds themselves defaulting to 'stories that suck' more often than they know they should?
- Who thinks security and certainty is the most important part of life... yet is never excited when they find themselves deep within it?

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) amplify their potential and achieve the results that matter the most.

She's a native of NZ, a citizen of Australia and now a proud bona fide resident and Alien of the USA and we get to hear her brand-new ideas on **The Blessings of Bankruptcy**, by:

- Sharing what elephants have in common with high performance and momentum
- How achieving a lifetime goal of being debt free happened years earlier than expected and
- Why a toilet paper mantra changed her view on money forever!

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

