

BERNADETTE MCCLELLAND

Motivational Speaker on
Transformation & Sales!

FROM DISRUPTION TO DOMINATION

Become Your Buyer's #1 Choice



IT'S TIME TO TRADE WIDGETS FOR WISDOM AND RULE THE MARKET!

Buyers want sellers to shift their thinking and bring new ideas to the table.

Based on Bernadette's latest book *'Shift and Disrupt: Stop Selling Widgets. Start Selling Wisdom'* audiences will rethink their perception of a profitable and high performing business. By leveraging this 6 step W.I.S.D.O.M. framework, businesses won't just **bridge** the competitive gap, they will **create** it!

A UNIQUE APPROACH

Australian! Female! Humorous! Compelling!

She landed million-dollar deals in **Corporate Australia** and influenced the **US Government** to recognize her in the top 1% of Sales Leaders, globally.

Harvard ratified her as one of their MBA sales coaches, she tested her IP with the **Nasdaq Entrepreneurial Centre**, **Tony Robbins** referred to her as a 'superstar' 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 audience's buttons to inspire and challenge them to shift and disrupt their thinking to be seen as the #1 choice by their buyers and dominate their market!

KEY TAKEAWAYS

- ✔ **Welcome the New Normal:** Be the first to 'Burn The Boats!'
- ✔ **Integrate a Wisdom Mindset:** Make sound judgments, learn from failures, and adapt to complex situations.
- ✔ **Shape Perspectives:** Challenge conventional beliefs, embrace risk and encourage feedback.
- ✔ **Dare to Question:** Curiosity will transform your thinking and make you more prone to massive success.
- ✔ **Open Your Mind:** Leverage critical thinking, creativity and complex problem solving.
- ✔ **Move Beyond Resilience:** Maintain mental and emotional well-being, foster teamwork and a positive work ethic.

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 energized and ready to act." -Jeb Blount (Co-Partner, OUTBOUND Global Sales Conference)

"She impacted me in a way few speakers ever have." -Darryl Praill (Chief Revenue Officer, VanillaSoft)

"I wasn't planning to sit through the session, but Bernadette captivated me." -Madhavan P (Vice President TATA Teleservices, New Delhi, India)