

B E R N A D E T T E

**B E R N A D E T T E
M C C L E L L A N D**

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'FROM DISRUPTION TO DOMINATION' KEYNOTE

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 transactional conversations 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 lived and breathed **sales transformation, story, and leadership** for years, having spoken with thousands of people on how to authentically (and profitably) stop selling widgets and start selling wisdom.

She's a native of NZ, a citizen of Australia and now a proud and bona fide resident of the USA and we get to hear her brand-new ideas on **'From Disruption to Domination'** by sharing:

- What the sport of high jumping has to do with market share
- How free hugs from strangers can revitalize your value proposition and
- Why a toilet paper mantra changed her view on money!

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

'THE INFLUENCE OF STORY' KEYNOTE
Introduction for Bernadette McClelland

- Who has ever wished they could make decisions that were smarter, sassier, and somewhat wiser?
- Who finds themselves reflecting on mistakes or feedback and unsure of the right next steps to shift?
- Who thinks innovation and AI and stress are a key part of progress... yet are not sure how to adapt?

Our next speaker has lived and breathed **sales transformation, story, and leadership** for years, having spoken with thousands of people on how to authentically (and profitably) be more relevant and sagacious.

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

- How her husband's watch caused her to stop speaking for a decade.
- How she was given a free pass to live in the USA and
- Why she doesn't believe bouncing back from adversity works!

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