



BERNADETTE MCCLELLAND

TRANSFORMATION AND BUSINESS GROWTH

STORY DRIVEN SELLING

Trade Wisdom for Widgets and Dominate Your Market!

KEY TAKEAWAYS

- ✓ **MASTER THE ART OF CONNECTION'** – Understand the paradigm shift from widget-selling to wisdom-selling. Dive deep into how today's buyer thinks and adapt your approach to resonate, becoming their 1st choice
- ✓ **STRATEGIES FOR MARKET DOMINANCE** - Equip yourself with innovative techniques to sell ideas and insights, setting you apart in a crowded market.
- ✓ **UNLOCK THE POWER OF STORYSELLING-** Distilled from Bernadette's ground-breaking book '**SHIFT and DISRUPT**'. Discover how to elevate your connections, deepen your conversations and turbocharge your pipeline conversions.

FOR AUDIENCES TO AMPLIFY THEIR POTENTIAL, CREATE CHANGE AND ACHIEVE THE RESULTS THAT MATTER THE MOST

A UNIQUE APPROACH

Australian! Humorous! Female! Compelling!

Bernadette 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', Colorado's **Global Landing Pad** leverages her mentorship and **Brian Tracy** has endorsed two of her books on sales leadership.

Bernadette McClelland will gently push your audience's buttons to inspire and challenge them to shift and disrupt their thinking and be seen as the #1 choice by their buyers and dominate their market!

RAVE REVIEWS

"Our audience always walks away energised and ready to act." *Jeb Blount, Co-Partner, OUTBOUND Global Sales Conference*

Thank you, Bernadette! Your presence enriched our event and left an indelible mark on all who were present. *Eduardo "Eddie" Baez, President, NY/NJ Chapter, National Sales Network*

