



BERNADETTE MCCLELLAND

TRANSFORMATION AND BUSINESS GROWTH

THE INFLUENCE OF STORY

KEY TAKEAWAYS

- ✔ **BECOME THE #1 CHOICE** - Understand the paradigm shift from widgets to wisdom. Dive deep into how today's buyer thinks and adapt your approach to resonate.
- ✔ **STRATEGIZE FOR GROWTH**- Equip yourself with innovative techniques to sell ideas and insights, setting you apart in a crowded market.
- ✔ **UNLOCK PROFITABILITY**- Distilled from Bernadette's ground-breaking book *'SHIFT and DISRUPT'*. elevate your connections, deepen your conversations and turbocharge your pipeline conversions.
- ✔ **SELL CHANGE** - The only way to influence someone is through story and strategy. Increase both!

FOR AUDIENCES TO SHIFT BUYER INDECISION, MASTER INFLUENCE AND BUILD MASSIVE TRUST

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.

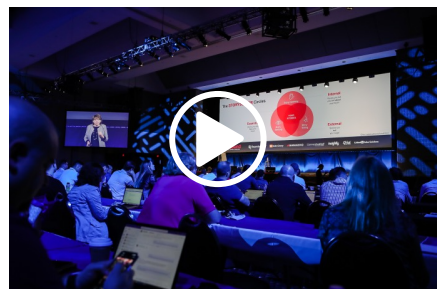
Harvard ratified her as one of their MBA sales coaches, she tested her IP with the **Nasdaq Entrepreneurial Centre**, **Tony Robbins** referred to her as a *'superstar'*, **Colorado's Global Landing Pad** leverages her mentorship and **Brian Tracy** has endorsed two of her books on sales leadership.

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

RAVE REVIEWS

"The StorySelling Philosophy is a gamechanger!" *Dirk Dykson, Chairman, Leadership 20, Association of Corporate Growth*

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*



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