

Colleen Stanley

Keynote Speaker, Author and Sales Trainer



Colleen Stanley is President of SalesLeadership, Inc. She is a monthly columnist for *Business Journals* across the country, co-author of 'Motivational Selling' and author of 'Growing Great Sales Teams: Lessons from the Cornfield.' Prior to SalesLeadership, she was vice president of sales for Varsity Spirit Corporation. During her 10 years at Varsity, sales increased from 8M—90M and Varsity was named as one of the 200 fastest growing companies in the United States by Forbes Magazine.

“Colleen Stanley is one of the best sales trainers I’ve had the pleasure of working with. I grew up in Minnesota and know the “lessons from the cornfield” work in building great teams.”

Ken Larson
Former President
Corporate Express/Staples, Colorado Division

“Longmont United Hospital hired Colleen Stanley to be the keynote speaker at our yearly Women’s Expo. We received enthusiastic praise and delightful comments from our staff. I can’t recommend her highly enough.”

Joan Campbell
Marketing and Community Outreach Specialist
Longmont United Hospital

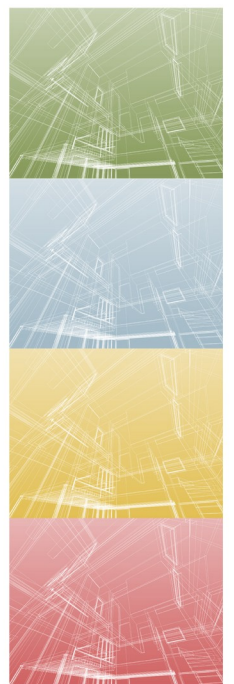
“We are in the higher education business and know an average instructor from a great instructor. Colleen Stanley has an incredible talent for delivering content that can move from the classroom into the real world of business. Her methodology works, gets results and makes sales enjoyable.”

Pam Wiederkehr
Associate Director, New Student Enrollment
Regis University, College for Professional Studies

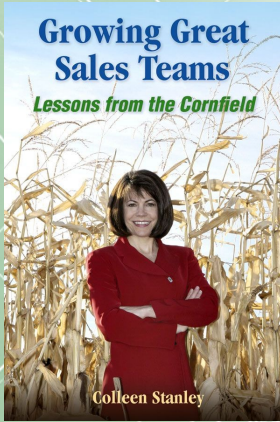
Colleen shares lessons learned growing up on an Iowa farm that incorporate down-home sales principles with sharp business acumen. Being 'the real deal,' 'show up and try,' and getting clear on core values are key themes in Colleen's business and personal philosophy.

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Colleen Stanley



MOST REQUESTED TOPICS



“Like many ‘farm kids,’ I didn’t realize I was learning great leadership skills while growing up on an Iowa farm. I thoroughly enjoyed your chapter on achieving the fun quota and the sales quota. It’s a core value I’ve practiced for years in the business.”

- Howard Putnam,
Speaker, Author of
Winds of Turbulence,
Former CEO
Southwest Airlines

Growing Great Sales Teams: Lessons from the Cornfield

We live in a high tech, global world. Companies can communicate anywhere, anytime. Response time is quick and processes are increasingly efficient. However, high tech cannot replace high personal touch in building great organizations. Processes are efficient, relationship building is not. Using powerful lessons learned growing up on an Iowa farm, Colleen blends down-home principles of influence with strong business acumen. Her style and message motivate teams to:

- *Take Risks:* Show up, try and do your best. Strive for perfection, but don’t wait for perfection.
- *Be the Real Deal:* If prospects can’t believe the messenger, why should they believe the message?
- *You Reap What You Sow:* Attitude is the best seed to plant in an organization. Create cultures that manage results, not excuses.
- *Help Others Get Their Crops In:* Eliminate silos and help every department in the company achieve their objectives.

Sales Jury: How to Win Your Business Case Every Time

Married to a career prosecutor, Colleen creates amazing paradigm shifts for the audience by comparing the persuasion skills needed in the profession of law to the same skills needed in the profession of sales. Seek the truth, do the right thing, and look for evidence are the key themes throughout this presentation. Sales technique training is old, outdated and ineffective. The information age demands new selling skills — critical thinking, testing data and synthesizing information. If your team is presenting solutions too soon, or presenting the wrong solutions, this presentation is for you.

Building and Becoming a Center of Influence

Every salesperson knows referrals and introductions are one of the best ways to grow business. So why are some sales teams still experiencing empty sales pipelines and cyclical sales cycles? Colleen Stanley understands the referral business. 90% of her business is repeat and referral business. Learn how to build a ‘mini-sales team’ by practicing the key principles of generosity and reciprocity. Understand how to move from a vendor status to trusted advisor status with clients and colleagues. It’s not who you know. It’s who you contact and help. This is an excellent keynote for selling professionals and non-selling professionals.

EQ + IQ = Sales Results

Emotional intelligence has been studied and applied in the leadership world. Colleen Stanley is a leader in integrating these principles with consultative selling skills. Research shows that emotional intelligence is the greatest predictor of success. Skills such as delayed gratification, self-regard, empathy and self awareness play an important part in a salesperson’s personal and professional success. This keynote gets to the core of why many salespeople can’t crack major accounts, don’t call on the real decision maker, discount too soon, and don’t bounce back from setbacks. Emotional intelligence skills are the competitive edge for sales teams and sales managers.

CLIENTS INCLUDE: Lafarge, Leanin’ Tree, Vail Resorts, Orlando Magic, Siemens Corporation, ServiceMagic, Arthur J. Gallagher, Ensign United States Drilling, Home Diagnostics, gloProfessional, Regis University, Spectrum Retirement Communities, Quintess, Women’s Vision Foundation, Longmont United Hospital, Gerald H. Phipps Construction, Sterling Rice Group, Jones University

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