

# Lenann McGookey Gardner



## About Lenann

### Lenann McGookey Gardner

is an internationally known sales consultant and author of *Got Sales? The COMPLETE GUIDE to Today's Proven Methods for Selling Services*. A Harvard MBA, Lenann was a #1 sales representative worldwide at Xerox Corporation in her first year selling, and achieved unprecedented results as a marketing executive at Mattel and in leadership roles at BlueCross® BlueShield® and MCI. She is a winner of the American Marketing Association's Professional Services "Marketer of the Year" award for the work she has done in growing the businesses of accountants, consultants, attorneys, bankers, scientists, technology professionals, medical services providers, hoteliers, design firms, financial advisors and other professional services providers.

Since 1992, she has coached individuals and businesses to extraordinary success as a keynote speaker, sales trainer, and consultant.

“ My favorite part of my job is SELLING, and I think that's because I learned how to sell in a way that's logical and easy from Lenann Gardner. I worked with Lenann about 12 years ago, and I still use the handout from that session! If a CEO of a services company is looking for a powerful, up-to-date approach to selling, I can't imagine a better person to speak to than Lenann Gardner. ”

— Samantha Lapin, President/CEO  
POD, Inc., a Wholly Owned Subsidiary of  
RESPEC, Inc.

#### Consider these aspects of Lenann's background:

- As a Marketing Executive at Mattel, Lenann was Product Manager for a new line that had the best launch year of any product in its category in history—producing \$75 million in profitable sales in the first year. Lenann sees opportunities for significant revenue growth, and figures out how to capture it.
- As a consultant, Lenann's training of salespeople for Marriott Hotels (South Central Region) assisted the chain in adding \$58 million in new sales to cold prospects within 210 days following a single day of Lenann's sales training. Lenann's focus on coaching support as *you use new sales skills* means that your investment in training shows up in new sales dollars.
- Lenann is a former Assistant Professor of Marketing and Management at Chapman University, Orange, California and Instructor at Johns Hopkins University, Baltimore, Maryland. Her academic background and focus on *data from sales-related research* gives her recommendations credibility and up-to-the-minute usefulness.
- Lenann has been profiled in "Who's Who in America" since 2004. This places Lenann among the most accomplished US-based leaders.
- With her designation as "Top Performing CEO – 2010" from the NM Business Weekly, Lenann has been recognized for building a business that thrived through a recessionary economy and continues to grow. She brings the same business growth tools, skills and best practices to her work with everyone she supports.

For more information, please contact  
[Lenann@YouCanSell.com](mailto:Lenann@YouCanSell.com) or call 505.828.1788.

## Accounting and Consulting Firms

Alpern, Rosenthal & Company  
Asher & Company  
Baker Tilly (UK)  
Beers & Cutler  
Condley & Company  
Deloitte  
Dynamic Solutions  
Equity Trust  
Heard, McElroy & Vestal  
Lang Group Chartered  
Mathis, West & Huffines  
Meyners + Company  
Miller Wagner  
Neff & Company  
Parrish, Moody & Fikes  
REDW  
Seim, Johnson, Sestak & Quist  
Southwest Practice Management Group  
TEAM Consulting  
TMF APAC  
TMF EMEA  
TMF LATAM  
World Class International  
(UK and Hungary)  
Yeo & Yeo

## Associations

Albuquerque Convention and  
Visitors Bureau  
American Council of Independent  
Laboratories  
Associated General Contractors  
Association of Accounting Marketing  
Boy Scouts of America  
Independent Payroll Provider Association  
Jewish Community Center  
National Association of State Farm Agents  
New Mexico Jewelers Association  
New Mexico Top 25 Woman-Owned  
Businesses  
Southwest Practice Management Group  
Vistage (an association of CEOs)

## Design

Association of Professional Design Firms  
DSYL  
ECCO Design, Inc.  
Woods Architects and Builders

## Financial Services

Applied Assets  
Axxess Financial  
Bank of America  
Berrenberg Asset Management  
Betsy Carlson  
Crow Financial Advisers  
First Union Bank  
Guilford Group  
Illinois Credit Union System  
MeesPierson (Netherlands)  
New Mexico Educators Federal Credit  
Norwest Bank  
Premiere Agency Network  
Prudential  
Talbot Agency

## Healthcare

Consulting Radiologists  
Dr. Gary Ross  
Haven Manor  
HealthPoint Surgical  
Horizon Healthcare  
Hospital Services Corporation  
Patti Davis (TNS Healthcare)  
Several physicians in private practice  
Team Rehabilitation  
Women's Health Horizons

## Hotels

Gaylord Hospitality  
Heritage Hotels & Resorts  
Hilton  
Hyatt  
Larkspur Hospitality  
Marriott (USA, Europe, Asia and Africa)  
Marriott MVP  
Rock Resorts  
Sheraton  
Vail Resorts

## Laboratories

American Council of Independent  
Laboratories  
Sandia National Laboratories  
Sandia National Laboratories Livermore  
Science & Technology Corporation @ UNM  
TechLink

## Manufacturers

Ameraflex  
American PolySteel Forms  
Cope Closet Concepts  
Decagon Devices  
Dorn Color  
KraftMaid Cabinetry  
GET Systems  
Rinchem  
Surfact Technologies  
Vinyl Technologies

## Publishing and Advertising

Duval Publications  
Esparza Advertising  
New@Home magazine  
Progressive Language

## Real Estate and Construction

Associated General Contractors  
Auerbach Southwest  
B&D Electric  
Cameron Construction  
Contractor Seminars  
JB Henderson Construction  
Sandy Poling, Realtor  
Stonebridge Homes  
Top 25 Realtors

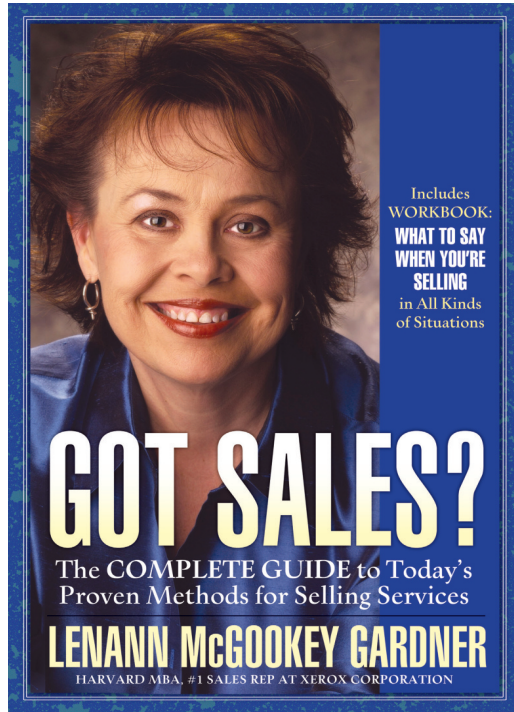
## Retail

Hardwood Floors & More  
JC Blinds  
Mark Diamond's Jewelers  
Navajo Tractor  
Packards On the Plaza  
Tomato Cafe  
Wholesale Piano

## Technology and Legal Services

Advanced Network Management  
FUNDimensions  
Green Leaves LLC  
IT Support  
Law Offices of George "Dave" Giddens  
Motivity  
Multimedia Internet Services  
POD Associates  
Soft Solutions  
Synergon (Hungary)

## About the Book



### Got Sales?

Read **JUST ONE BOOK** And Learn Everything You Need To Know About 'What's Working Now' In Selling Services.

*Got Sales? The COMPLETE GUIDE to Today's Proven Methods for Selling Services* is an asset for everyone, not just sales reps. Whether you're an Accountant, Consultant, Attorney, Scientist, Healthcare Professional, Architect, IT Professional, Hotelier, Insurance or Financial Professional, Contractor or Banker in need of new clients — or if you want to grow revenue from established customers — you need this book.

The reality of business today is that everyone must sell — regardless of their position. *Got Sales?* takes readers through the steps necessary to communicate better, make the sale, and build positive relationships that will continually pay off with referrals and increased profits.

Based on research and data compiled over the past 19 years, Gardner uncovers the most effective sales techniques to close business and increase profits in today's challenging market. *Got Sales?* shows readers how to:

- Communicate the value of the services you deliver.
- Distinguish yourself from the competitive noise.
- Articulate what you offer so it is clear how you can alleviate your prospect's "pain."
- Find new clients who have a problem you can solve.
- Manage an introductory conversation with a prospect so they will take your call the next morning.
- Follow-up to maximize new revenue and become a preferred supplier of services.

Gardner also offers an additional 66-pages of field tested word-for-word sales dialogues that show readers how to put these state-of-the-art selling and closing strategies into action the day they read them.

*Got Sales?* can turn anyone into the company's rainmaker with its information, tips, and 'can't miss' sales strategies. Read it today and achieve your growth goals.

Order your copy now at [www.YouCanSell.com](http://www.YouCanSell.com)

“ The 'Lenann thing' has become ingrained in our approach. We have closed 106 new pieces of business in just 110 days after working with her. ”

— Ron Stewart, Partner  
Heard, McElroy & Vestal

# Speaking Topics

Lenann's approach to improving your ability to get new clients, and to capture additional revenue from your existing clients, is based on her work to understand the "pieces of the marketing puzzle" that you have in place—and any gaps that may need to be filled in your marketing strategy. She works to understand the types of people in your organization who are being asked to perform sales tasks (their backgrounds, experience, attitudes, and amount of success in selling to date) and she develops a wide range of customized learning programs, to reflect those realities.

## Most Requested Presentations

### Trends In State Of The Art Selling Changes In Buyers' Attitudes Require New Sales Approaches

Companies are not capturing all the clients and revenue they could. Although they have valuable services and products, those responsible for bringing in new clients and revenue streams don't know how best to sell to today's educated, sophisticated, cynical, and often overwhelmed buyer. Learn how to bring structure, discipline, and accountability to an updated sales process. Replace sales leaders', and salespeople's, outdated methods and lethargy with selling approaches that *work*, regardless of the state of the overall economy.

#### You will discover:

- Why cynical buyers have transformed the selling process.
- Four specific behaviors that encourage prospects to trust — a precursor to buying.
- Research that reveals fresh, authentic approaches to drive sales.
- Four simple measurements that are key to a structured and successful selling effort.

### A Change Will Do You Good! Simple Changes To Turbocharge Sales Results

Success in selling often depends on your ability to abandon what you think you know. You must view selling in a fresh way, tossing out the belief that selling is telling, that you must "overcome" objections, and that great presentations make great sales.

#### You will discover:

- Why pain is the most powerful principle around which you can structure a sales conversation.
- How The 90-10-90 Rule can transform your sales results.
- How dealing effectively with your prospect's pain — rather than his needs or wants — will reveal his motivations to buy, shorten the selling process, and result in greater sales success.

For more information, please contact [Lenann@YouCanSell.com](mailto:Lenann@YouCanSell.com) or call 505.828.1788.

## Speaking Programs & Workshops

### 1 State Of The Art Selling Skills (1-2 Day Program)

This workshop presents recent sales research about what's working now in the sale of professional services, and emphasizes the ability to USE this research in a variety of simulated sales conversations.

#### Topics covered in the classroom:

- How much time should be devoted to business development.
- What to do to maximize the likelihood that new acquaintances like you immediately.
- How best to structure conversations with new prospects.
- How to deal with multiple prospects in sales meetings.
- How to structure conversations when more than one salesperson attends a sales meeting.
- What to listen for in conversations with new prospects.
- How to listen.
- The most powerful questions to ask when you're selling.
- Developing sensitivity to differences between the way men and women communicate in selling situations.
- Understanding the components of trust – what does it take for prospects to trust you?

### 2 State Of The Art Closing Skills (1 Day Program)

*(Prerequisite: #1 above)*

This workshop presents recent sales research about what's working in closing – that is, encouraging a prospect to move to the next stage of the selling process sooner rather than later – and emphasizes professionals' ability to USE this research in a variety of simulated sales conversations in the classroom, as well as in their market area.

#### Topics covered in the classroom:

- How to receive, and how to deal effectively with, objections.
- How and when to follow-up, including voicemail protocol.
- How to deal with questions concerning price or fees.
- How to present proposals.
- The four rules of closing.
- Fundamentals of effective negotiation.
- How to ask for business.

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## Speaking Programs & Workshops

### 3 120 Day Follow-Up Program...

...conducted via email, to monitor key statistical measures that correlate with successful revenue growth, and coach participants to successful sales activity.

No stand-alone speech or workshop can permanently change a wide range of selling behavior. To do that, you need follow-up – and that follow-up can be done effectively via email! Each participant is asked to submit key data on his or her business development activity every 10 business days. This data is reported in newsletters that arrive every two weeks during the 120-day follow-up period.

#### Goals Of The Newsletters Are These:

- To recognize business development successes.
- To remind participants of material they learned in the selling skills workshop and challenge them to use it.
- To expand understanding of what's working now in selling beyond what was covered in the classroom, by reporting on new research and writings about what's working now in selling professional services.
- To motivate continued focus on business development for the next two weeks.

In addition, most organizations choose to have participants receive an emailed “Sales Tip” from recent sales research or writings on the topic every business day during this near-six-month program, to keep the focus on developing relationship building and selling skills over an extended period of time.

This program encourages the forming of new habits when reaching out to new prospects, a way to systematically follow up on leads, and information about specifically how to close business, with support on the actual selling situations that most challenge your team.

#### Other Programs Available Include:

- Prospecting Skills
- Videotaped Sales Coaching
- Executive Coaching
- Positioning (determining the most powerful, provocative messages you can hope to deliver to your prospects)
- Gender Differences in Communication
- Time and Task Management
- Developing and Managing a Sales Pipeline
- Negotiating Success
- Assertiveness for Women
- Effective Sales Management
- Maximizing your Marketing Effort
- Sales Blitz (a contest for setting appointments with decisionmakers by telephone)
- Networking Skills
- Maximizing the Value of Trade Shows

## Testimonials

"I attribute, easily, \$10 MILLION in sales growth directly to Lenann."

— *Mark Walton, Former Regional Managing Partner  
Deloitte & Touche, Central Europe*

"In the 120 days following work with Lenann, we closed over \$7,900,000 in new business. Our results for the same period during the previous year: \$4,600,000. And, this year's results occurred while 8 of our 20 hotels were under renovation! Wow!"

— *Ken Leone, Executive Vice President  
Larkspur Hospitality Corporation*

"Your presentation was entertaining as well as insightful and informative, to the delight of the audience. The expectancy I had about your presentation based on your extensive academic credentials and your fantastic selling and marketing performance achievements was completely fulfilled, and then some."

— *Gabriel A. Nazzola, (Past) President  
National Association of State Farm Agents*

"Lenann changes people's lives — the way they work, think, and are motivated. She makes a very real, and quite incredible, difference."

— *Patti Roland,  
Former Vice President Sales and Marketing  
Stonebridge Homes*

"Our revenues have doubled two years in a row, we're very profitable, and I have nothing else to attribute it to! Lenann is priceless!"

— *Philip N. Spotts, CPCU, AIC, ARM,  
Managing Partner  
Mission Adjusting & Risk Management*

"We have brought in over 100 pieces of new business since you began working with us just 110 days ago!"

— *Leroy Bolt, Managing Partner  
Condley & Company*

"During the follow-up programs after your State-of-the-Art Selling and Closing Skills presentations, we saw 11 million Euros in first-year revenue brought into our company!"

— *Maria van der Sluijs-Plantz, CEO  
TMF Group*

"I worked with Lenann about 5 years ago. Just this month, I once again applied what she taught me, and closed 4 of 5 proposals — over \$300,000! Lenann Gardner is a combination of blazing intelligence and electrifying enthusiasm!"

— *Patti Davis, Senior Vice President  
TNS Healthcare*

"Recently I attended a Deloitte training session with Lenann McGookey Gardner from the USA. It was a stunning experience! She is a great speaker, motivator and has an unrivaled experience within her field of sales coaching. At the same time as being a great instructor, she is also a wonderful person who is not afraid of sharing her own personal stories."

— *Dorothe Keilberg, Senior Manage,  
Deloitte Central Europe*

"You were wonderful to work with and we all learned so much from you. Three words — thorough, sharp, intense are ones that come to mind!"

— *Rebecca Plutino, President  
Albuquerque Convention and Visitors Bureau*

"People who take Lenann's class go have a conversation with a customer, shut up, say maybe five things — five really good things — and come home with money! This happened ten times in the year after we took her class."

— *Dr. Dave Sandison, Senior Manager  
Sandia National Laboratories*

## Q & A with Lenann

Lenann McGookey Gardner, a Harvard MBA, award-winning Sales Coach, and a former #1 worldwide sales rep at Xerox, offers keynote speeches on state-of-the-art selling and closing skills, executive and sales coaching for business success, and workshops. Her book *Got Sales? The Complete Guide to Today's Proven Methods for Selling Services* is the one guidebook highlighting all the latest research and data on what's working now in contemporary selling.

**Q:** Lots of people are involved in selling. Why do you think being in sales has such a bad reputation?

**Answer:** Most professionals wouldn't consider themselves to be salespeople, but doctors, attorneys, accountants, consultants, and other businesspeople need to sell their services and get referrals in order to be successful in business. Most people are untrusting of, maybe even afraid of, salespeople. On some level, they think salespeople will say and do anything just to get their wallet. So imagine how excited those same people are when they have to sell their own services. They hate salespeople – now they have to be one!

**Q:** What can business people do to overcome this attitude?

**Answer:** Successful sellers today understand that the foundation of professional selling efforts, as opposed to “Do you want fries with that?”-type selling, is TRUST. And they know how to create an atmosphere in which trust can grow. Such an atmosphere has nothing to do with the “pushy salesman” stereotype! Understand where your bias against selling comes from, accept the need for selling, change your attitude and learn how to sell without manipulating. Put others first and have a true desire to be of service.

**Q:** Can today's technologies be used to help sales?

**Answer:** Technology can work wonders for your business, but it can also sabotage your sales efforts if used incorrectly. So many organizations spend a fortune on CRM (Customer Relationship Management) systems – technology that, somehow, they expect will improve their sales results. But sales results are only as good as the people making the connections. Technology is not a substitute for human contact in most of the businesses I serve. Get up-to-date sales training and also think about how your voicemail messages sound, how often you leave them, and what your emails look like and say; all these can make a difference in your sales results.

## Q & A with Lenann

### Q: Are cold calls really an effective way to expand one's client base?

**Answer:** While many professionals avoid cold calling, it can be highly successful — if you approach it with the proper attitude. In cold calling, your goal is to get appointments; to arrange to be face-to-face with someone who might spend money with you. Sales research tells us that more face time and phone time with people who can buy what we're selling equals more sales.

### Q: What if I don't want to be seen as a pushy salesman?

**Answer:** The first step is to escape your fear of rejection — don't allow yourself to take it personally. Start with a Clean Heart Position: A sincere desire to see your prospect get what he wants, whether or not he gets it from you. Selling is not giving a speech about your services; it's about inquiring about your prospect and his Pain, and honestly expressing an interest in him. Remember that you are there to be of service, and if you can't be of service, get out of the way so his day can move forward.

### Q: How would you recommend keeping clients' loyalty and business?

**Answer:** The world has evolved into a place where people shop around — for most everything! When loyalty isn't the norm, there are five simple ways to increase your customers' loyalty and encourage repeat purchases:

- Have a plan for sustaining relationships.
- Stay aware of your value, and make sure your clients do, too.
- Share your stories with case studies that tell about your role in clients' successes.
- Bring your prospects clients.
- Continue to earn their business by going out of your way to help your customer.

### Q: Can an ethical, moral person be successful in selling without selling themselves out?

**Answer:** It is very easy for a principled or religious person to take a sales job and feel good about it. A clean heart, an attitude of service, and the Golden Rule are key. Simply walking away from a "bad fit" sale may pinch my company's income in the short run; in the long run, though, a moral approach to selling lets me sleep better at night, and leads to the long-term relationships that, now 19 years after forming my company, are the source of many friendships and a lot of business referrals!