

NEW TOPIC!

# DENISE LEE YOHN

author of the bestselling book, *WHAT GREAT BRANDS DO*

## What Great Salespeople Do



If you're worried about how the role of sales and selling is changing, you need to know what the best salespeople do to succeed in this new business environment.

Brand expert Denise Lee Yohn shows you that **great salespeople do what great brands do**. She explains how to innovate -- not imitate, how to create extraordinary experiences that embody your brand, and how to cultivate strong, emotional connections with customers. You'll be inspired to engage with clients in new ways that cut out competitors and create long-term business success.

Learn why and how the most effective salespeople operate as **brand evangelists** -- and how you can too to win the new sales game.

Denise Lee Yohn is the go-to expert on brand-building for national media outlets, an in-demand speaker and consultant, and an influential writer. She has regularly contributed to Harvard Business Review, Forbes, CNBC, and FOX Business TV. Great brands including Sony, Target, Oakley, and Dunkin' Donuts have called on Denise.

*"a stimulating and enriching learning experience... excellent and generous interactions"*

*"attendees were blown away"*

*"a ton of best practices that we can implement right away"*

*"hands down, the best presentation in the entire conference"*

*"not only inspiring but highly actionable"*



*Prior engagements:*

Consumer Electronics Show

Transformational CMO Assembly

American Marketing Association

Catalyst

Facebook

Cornell University

The Art of Marketing

National Restaurant Show

Lexus

Entrepreneur Growth Conference

...and more

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