



Colleen Stanley is the founder and president of SalesLeadership, Inc. She is a monthly columnist for Business Journals across the country, author of *'Growing Great Sales Teams'* and co-author of *'Motivational Selling.'* Her new book, *'Emotional Intelligence for Sales Success,'* published by Amacom, a division of the American Management Association, will be released in bookstores this fall. Colleen Stanley is the creator of Ei Selling®, a unique and powerful sales program that integrates emotional intelligence skills with consultative selling skills. Prior to starting SalesLeadership, Colleen was vice president of sales and marketing for Varsity Spirit Corporation. During her 10 years at Varsity, sales increased from 8M to 90M. Varsity was named by Forbes Magazine as one of the 200 fastest growing companies in the United States.

Little known facts:

Former triathlete (notice 'former')

Participated in the opening ceremonies of the 1984 Olympics

Made her first sale at age 6

To book Sales speaker Colleen Stanley call Executive Speakers Bureau 901-754-9404.

Colleen Stanley

Speech Topics

- ▢ Sales
- ▢ Leadership
- ▢ Emotional Intelligence



Testimonials

▢ "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."▢

- Associate Director, New Student Enrollment Regis University, College for Professional Studies.

▢ "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."▢

- Marketing and Community Outreach Specialist Longmont United Hospital.