



Kelly McCormick's Stand Out Topics

Available as Keynotes, Breakout Sessions, Seminars

OutSell Yourself with Women Buyers™

The good news: Women annually spend \$6 trillion in the U.S. The bad news: The typical "selling" approach turns female buyers off. Kelly McCormick shares vital insider information on key ways to successfully sell to women. She covers everything from what women expect in sellers and their products/services to how women make crucial buying decisions. Kelly also lets you in on what it takes to get lucrative referrals from a woman's coveted network. This session is a must for both genders!

OutSell Yourself with All Buyers™

Sales presentations don't work with anyone! Kelly tells you why—and what you need to do instead. **From her soon-to-be-released book, OutSell Yourself™**, Kelly shares her powerful yet non-threatening methods to Sell Without Selling™. You'll discover how to make instant connections with your clients, quickly uncover real needs, expertly handle tough objections and questions, and close more sales, with ease. Get ready to increase your income!

OutSell Yourself Selling Skills for SuperWomen™

Yes, a woman really can be a Super Saleswoman while Selling without Selling™. Sales expert Kelly McCormick lets you in on the key components that make sales women different from sales men. You'll also hear about the significant differences between female and male buyers. In addition, you'll receive Kelly's gender specific selling tools to use in all facets of the sales encounter, starting from hello to sold. This session will equip you with the essential Superwoman Selling Skills.



The McCormick Team Inc.

Sessions and Products to Excel with Others®

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Kelly McCormick's Speaking Topics

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Talk About Difficult People™

Getting the sale is one thing. Dealing with tough clients, vendors, and/or associates is another. Based on her top-selling CD - **Dealing With Difficult Behaviors**, **rated Five Stars** from ReadersViews.com, Kelly shows you how to handle challenging situations and people. You'll find out what to do and say if faced with missed deadlines or appointments, unmet customer expectations, or unreasonable requests...plus much, much more. Kelly's techniques are essential if you deal with other human beings!

Clients Say:

Kelly's How to Sell to Women sessions made a tremendous impact with our dealers. Feedback from a recent conference was phenomenal. Dealers rated Kelly's performance and her fully customized content as excellent. We look forward to doing more work with Kelly.

Kathy Ireland Home by Alta - Scott Burgeson, Vice President of Sales

Kelly McCormick first wowed Hunter Douglas Canada when she presented a fully customized business-building seminar. Our top dealers were so impressed with her content and engaging approach that we hired her again. Most recently, Kelly presented a Keynote talk on How to Sell to Women. She was both funny and enlightening. Dealers left the presentation with lots of customized selling techniques that they could use immediately.

Hunter Douglas Canada - Randy Liken, VP General Manager

We were extremely impressed with Kelly McCormick's OutSell Yourself program. Kelly truly understood our business model and her presentation was entertaining, interactive and educational. Our Technical Sales Representatives were very impressed that Kelly provided them with a better understanding of the sales process.

Nikon - Bob Silverstein, National Sales Manager, Microscopy Division



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