



Sales Leadership

Press Kit

July 2019

What We Do

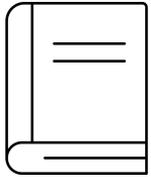
SalesLeadership is a sales development firm that helps companies accelerate revenues by integrating emotional intelligence skills into their consultative sales training and sales leadership training programs.

“ When sales knowledge is paired with recognition of and thoughtful response to emotions, the organization improves upon awareness and the ability to consistently execute the right selling behaviors. ”

- Colleen Stanley, President and Founder of **SalesLeadership**

About Colleen

Colleen Stanley is the President and
Founder of **SalesLeadership, Inc.**



3 PUBLISHED BOOKS



NUMEROUS INDUSTRY AWARDS



FORTUNE 500 CLIENTS



UNIVERSITY LECTURER



Colleen Stanley Bio

Colleen Stanley is president and founder of **SalesLeadership, Inc.**, a sales development firm in Denver, Colorado. She is the author of two books, *Emotional Intelligence For Sales Success*, now published in six languages, and author of *Growing Great Sales Teams*. Her third book, *Emotional Intelligence for Sales Leadership*, is due out in May 2020. She is the creator of Ei Selling® System, a unique and powerful sales program integrating emotional intelligence with consultative selling skills, and is widely recognized throughout the sales profession in rankings including: Top 50 Sales & Marketing Influencers, Top 10 Women in Sales Experts to Follow, Top 30 Global Sales Gurus, and was named by Salesforce as one of the top eight sales influencers of the 21st Century. Stanley is a guest lecturer on sales practices and methodology at Denver University, where she imparts the power of emotional intelligence and sales to young business professionals. Clients of Stanley's sales development firm include Harvard Business Review Poland, PCL Construction, OtterBox, Gallagher, PopSockets, HomeAdvisor and Seattle Fish Company.

Media Topics

2020 Presidential Election - How emotional intelligence (EQ) is affecting the 2020 presidential campaign.

- How does emotional intelligence affect voter perception?
- Does EQ really matter?

Face-to-Face Conversation in Professional Situations - Examining the new culture among young professionals of “ghosting” in interview and hiring situations, as well as sales situations.

- How can sales leaders promote an honest, face-to-face culture within their companies when the larger culture has adopted “ghosting” and hiding behind technology as a daily practice?

Learning Agility - Defining learning agility, and how this ability in young sales professionals will affect their ability to thrive in the 21st century.

- Is it imperative for young professionals to maintain agility as leaders, and if so, how can they achieve this to find success in their career path?

Hiring Sales Professionals with a “High Locus of Control” - How hiring sales individuals who believe they can affect their own success drastically changes an organization’s sales team and results.

- Teaching stress management changes the culture and sales success of an organization.

Featured Clients



The First American Corporation





SalesLeadership

For pricing or to book Colleen for a speaking engagement, contact Niki Lopez via email niki@focusmarketingandpr.com or by phone at (303) 949-1876.

Learn more about **SalesLeadership** at salesleadershipdevelopment.com.