



Is there a 'disconnect' between your sales and marketing that is keeping your organization from achieving greater success? Are your teams chasing prospects without a strategy that aligns with your organization's business and marketing objectives? Are your marketing expenditures transforming into sales revenue?

Do you want powerful, actionable programs that will motivate your team to take action and achieve measurable results?

Lisa Leitch delivers customized solutions that align with your organization's or association's vision and goals. All programs are available in keynote or break-out session formats and can be followed up with additional training and consulting to further motivate change.

Marketing & Sales Keynotes and Seminars

The Truth About What's Keeping Leaders Up At Night

What are the hottest issues in today's marketing and sales circles? What are the challenges keeping leaders up at night? Lisa Leitch – Marketing and Sales Strategist, recently interviewed 20 Canadian business leaders to identify their top marketing and sales issues, and you will be surprised at the results. During this interactive program Lisa will share her research findings and discuss what many organizations are not doing to tackle these core issues and take their businesses to the next level.

Lisa will share and discuss:

- ◆ The 'Top Three', plus ten additional marketing & sales issues identified by today's Canadian business leaders
- ◆ Tools for investing in your teams and increasing their skill level to succeed in a competitive marketplace and produce tangible results
- ◆ Teneo's Marketing & Sales Integration Circle™ and how the people play an integral role in achieving success
- ◆ Tactical ways to integrate the 'Branding of Salespeople' into your marketing & promotional strategies and make your company stand out above the crowd

Work Smart, Sell Smart – and Make More Money!

The Sales Game is rapidly changing. In today's competitive marketplace, clients are more demanding, price-conscious, sophisticated and product savvy. As a million dollar salesperson, Lisa Leitch will share her 10+1 Work Smart, Sell Smart secret selling techniques and strategies to help you Make More Money!

Key Strategies Include:

- ◆ It's Nuts - The Crazy Life of a Salesperson: Make It Work For You
- ◆ What You Need To Know: The Buyer's Perspective
- ◆ Leveraging Your Marketing Plan to Increase Sales Results
- ◆ The Three-Option Proposal . . . to Seal the Deal

All About ROI: Make Your Marketing & Sales Measure Up

Each year, companies spend millions of dollars marketing products and services. But are these efforts producing incremental sales revenue? Through Lisa's strategic, results-driven approach you will walk away from this session with new marketing and sales tactics to soar your business.

Participants will learn:

- ◆ The key to accountability – implementing the Teneo Marketing Calendar
- ◆ ROI Techniques: What is it really costing to seal the deal?
- ◆ Insights into mastering the connection of marketing & sales for profitable results!
- ◆ Bring 'em Back: Creating customer experiences, not just transactions

"Your presentation informed, educated and most importantly inspired our team to take a risk and try something new. Weeks later, our team is still talking about your presentation. Thanks for being an integral part of the sales meeting and making it a success."

Steve W. Leveschuk, Vice President of Sales & Marketing - Talbot Marketing



Strategist, Speaker, Trainer

Armed with a wealth of marketing and sales hands-on experience, Lisa delivers results. As a **National Advertising Manager for a major shoe retail chain of over 350 stores, to Vice President of Sales & Client Services for one of the largest promotional management companies - Lisa knows marketing and sales.**

Lisa successfully sold to clients such as IBM, Daimler Chrysler, Hershey, Hiram Walker, Cadbury Beverages and YTV to become one of the top million dollar achievers. Winning the IBM North American bid was Lisa's proudest accomplishment in her sales role.

As Founder and President of Teneo (Latin word meaning "to know, to understand, to master"), Lisa specializes in helping her clients master the connection of marketing and sales. Lisa believes in relationship selling, not strong arm tactics to master the sales game and ultimately the game of life. Her expertise and focused approach will evolve your teams to new levels through her cutting edge strategic marketing and sales programs. She will lead your organization to create call-to-action marketing initiatives with a connected sales strategy that will benefit your bottom line.

Lisa is a Certified Sales Professional with Honors distinction and is one of only six trainers who are accredited and licensed by the Canadian Professional Sales Association to facilitate and deliver the CPSA Professional Selling program. She is a member of the Canadian Association of Professional Speakers and speaks extensively throughout Canada and the U.S.

In 2006 Lisa and her husband Tom were co-chairs of the "Expanding Our Horizons Community Campaign" and raised \$1 million dollars for recreational & library facilities in their community.

Most importantly, she is Taylor & Alexa's Mom.



Partial Client List

- ◆ Verspeeten Cartage
- ◆ HAAS Enterprises Inc.
- ◆ VanLagen Homes
- ◆ ESP Promotions
- ◆ PPA Canada
- ◆ Chicopee Ski Club
- ◆ Precidio
- ◆ ASI - Advertising Specialty Institute
- ◆ Fleming College

"As a result of your training program, we exceeded our fourth quarter targets and our 2006 year-to-date sales are up over 20% from 2005.

We want you to know how much we appreciate your expertise"

Cindy Chapman -

*President & Creative Director
Plan-It Promotions*

"Teneo's energetic, credible and results focused approach is leading our marketing & sales teams to achieve our company vision"

*Merrick Falkenstein, CEO - ESP
Promotions*

"The fact that you have been highly successful in sales gets our delegates registering for your sessions. What keeps them coming back, is the effectiveness of your message. For an association thriving to stimulate the elevation of an industry, presenters like you become partners."

Lise Bujold, Vice President - PPA Canada



Canadian Professional
Sales Association



t: 519.863.3975

f: 519.863.2563

lisa@teneoresults.com

www.teneoresults.com