



About Lenann

Lenann McGookey Gardner

is an internationally known sales consultant and author of *Got Sales? The COMPLETE GUIDE to Today's Proven Methods for Selling Services*. A Harvard MBA, Lenann was a #1 sales representative worldwide at Xerox Corporation in her first year selling, and achieved unprecedented results as a marketing executive at Mattel and in leadership roles at BlueCross® BlueShield® and MCI. She is a winner of the American Marketing Association's Professional Services "Marketer of the Year" award for the work she has done in growing the businesses of accountants, consultants, attorneys, bankers, research scientists, technology professionals, hoteliers, design firms, financial advisors and other professional services providers.

Since 1992, she has coached individuals and businesses to extraordinary success as a keynote speaker, sales trainer, and consultant.

“ My favorite part of my job is **SELLING**, and I think that's because I learned how to sell in a way that's logical and easy from Lenann Gardner. I worked with Lenann about 12 years ago, and I still use the handout from that session! If a CEO of a services company is looking for a powerful, up-to-date approach to selling, I can't imagine a better person to speak to than Lenann Gardner. ”

— Samantha Lapin, President/CEO
POD, Inc., a Wholly Owned Subsidiary of
RESPEC, Inc.

Consider these aspects of Lenann's background:

- As a Marketing Executive at Mattel, Lenann was Product Manager for a new line that had the best launch year of any product in its category in history—producing \$75 million in profitable sales in the first year. Lenann sees opportunities for significant revenue growth, and figures out how to capture it.
- As a consultant, Lenann's training of salespeople for Marriott Hotels (South Central Region) assisted the chain in adding \$58 million in new sales to cold prospects within 210 days following a single day of Lenann's sales training. Lenann's focus on coaching support as *you use new sales skills* means that your investment in training shows up in new sales dollars.
- Lenann is a former Assistant Professor of Marketing and Management at Chapman University, Orange, California and Instructor at Johns Hopkins University, Baltimore, Maryland. Her academic background and focus on *data from sales-related research* gives her recommendations credibility and up-to-the-minute usefulness.
- Lenann has been profiled in "Who's Who in America" since 2004. This places Lenann among the most accomplished US-based leaders.

For more information, please contact
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