

## **Lenann McGookey Gardner Earns Certified Speaking Professional Designation**

*Albuquerque, NM, July 18, 2011* – Lenann McGookey Gardner, an international expert in state-of-the-art selling, is one of only 20 professional speakers worldwide to earn the Certified Speaking Professional (CSP) designation in 2011.

The National Speakers Association (NSA), the leading organization for professional speakers, and the Global Speakers Federation (GSF) confer the CSP designation. It is only given to accomplished professional speakers who have earned it by meeting strict criteria. The 2011 class of CSPs will be honored during a ceremony on July 30 at the NSA Convention in Anaheim, CA.

Gardner earned the CSP designation by documenting a proven track record of speaking to audiences of professionals. She has been paid to speak professionally in 45 countries around the world. To be selected for the CSP, Gardner also is required to have a commitment to ongoing education, outstanding client service and ethical behavior.

“My deepest thanks to the many people and organizations around the globe who have allowed me to share ideas with them,” said Gardner, who also holds an MBA from Harvard Business School.

Gardner's global clients include Deloitte, Tumi, TMF Group, Marriott, Kraftmaid Cabinets, Heel USA and Sandia National Laboratories. She also works with regional operations and start-ups in the U.S. and around the world.

“The Certified Speaking Professional certification is a globally recognized hallmark of professionalism in the meetings industry,” said 2010-2011 NSA President Kristin Arnold, CSP, MBA, CPF, CMC. “It provides a degree of assurance that the speaker has a track record of success as a professional presenter – delivering solid content in an eloquent manner and with a high degree of ethics.”

Lenann McGookey Gardner is an American Marketing Association Professional Services “Marketer of the Year” award winner and a 2010 winner of the “Top Performing CEO” award from her state’s Business Weekly. She has two decades of experience helping services providers to get the clients they want and grow their revenues.

Gardner is the author of *Got Sales? The Complete Guide to Today's Proven Methods for Selling Services*, which was nominated for the Axiom Business Book Award as the best sales book of the year. She is also an Executive Coach to leaders who seek support in their efforts to massively improve business results and satisfaction in their work. Learn more at <http://YouCanSell.com> and <http://YouCanLeadCoaching.com>.