

WHY TODD...

Todd Cohen is “one-of-a-kind”! He is an exceptional speaker... informative, inclusive and high-energy. Most important is that his message has long-lasting value. This is what differentiates Todd from the pack of choices you have in exposing your sales team to new thinking. His message is impactful... challenging... and it stays with you. He is smart, professional, likable and proactive in giving to others. Check him out!!!

J.M., SENIOR LEADERSHIP, ECRI

“Todd Cohen is captivating audiences all over the country. He delivers a powerful keynote speech with conviction and humor . He is America’s expert on “Sales Culture” and his strategies will take your company’s “Sales” to a new level. If you want your profits to soar and your people to produce give him a call today.”

C.R., PRESIDENT, GROW UR BIZ AND CAROL TALKS

“ Todd Cohen is an exceptional speaker. His knowledge of sales and his ability to put it into terms that everyone can understand is unparalleled and unique. His speaking style is fun, upbeat and he keeps everyone engaged throughout. If you want something truly different and unique, get Todd in front of your audience today!”

D.R.A.P., SENIOR PROFESSOR OF MARKETING, DREXEL UNIVERSITY

“Todd is dynamic, engaging and compelling! His Sales Culture message removes any of the fear or negative connotations associated with the word “sales”. We ALL do it!”

S.S., VICE PRESIDENT, NFL PLAYERS INC

“Over the years I have heard many speakers and those who claim to be speakers and I can say that Todd Cohen is the real deal. His topic of building a sales culture is timely, unique and in a class by itself. Todd’s speaking style is amazing - he is very engaging and Todd works and keeps the room’s attention throughout his keynotes! He blends the right amount humility, vulnerability, storytelling and practicality in one motivating and inspiring package. I would strongly suggest booking Todd for your next gathering.”

M.J.H., BUSINESS ADVISOR, GOLDMAN SACHS, 10,000 SMALL BUSINESSES

“I hired Todd Cohen as our keynote speaker to address over 100 Sr IT Leaders who attended a firstPRO sponsored luncheon at the Union League Philadelphia. Todd and his topic was not only a big draw for us to get our customers to attend (we SOLD OUT) but he also took his high energy and entertaining speech and motivated and challenged those who attended. I received such a high amount of positive feedback on Todd’s humor, content, delivery and ability to keep the crowd engaged. If you need a speaker who will inspire and deliver results, then I highly recommend you book Todd for your next event.”

M.S., SALES AND OPERATIONS LEADER, FIRSTPRO

It is with pleasure that I write this recommendation for Todd Cohen. Todd is a dynamic keynote speaker who energized and inspired our audience, sparking discussion that has continued on to this day. His speaking style was engaging and entertaining and his ability to connect with our audience was excellent.”

LF., DIRECTOR OF MARKETING, AMERICAN MARKETING ASSOCIATION



TODD COHEN | **BUILDING SALES CULTURE™**



“EVERY CONVERSATION IS A SELLING MOMENT.”



TODD COHEN | **BUILDING SALES CULTURE™**



866 515-9445 | TODD@TODDCOHEN.COM | TODDCOHEN.COM

WHAT IS SALES CULTURE?

An inclusive environment in which everyone in the organization has a line of sight to revenue and impacts the client's decision to say "yes." Teach your employees to think differently about what they already do and you've built a Sales Culture.

TODD HELPS YOU BUILD DYNAMIC AND PROFITABLE SALES CULTURE THROUGH:

- » Keynote Speaking
- » Sales Culture Workshops™, Breakout Sessions, and Webinars
- » Sales Culture Consulting - helping to create and grow your sales organization with a unique focus on the building the sales culture

TODD'S POPULAR TOPICS INCLUDE:

- » Everyone's in Sales: Building Sales Culture
- » What Do YOU Do; Creating Your Value Proposition
- » Relationship Portability™; Leveraging the Past, Present and Future for More Sales!
- » Coaching NOT Telling
- » Networking Skills to Create Sales Culture
- » Creating Virtual Sales Teams



BOOK TODD

for your keynote or breakout session:

TODD@TODDCOHEN.COM

TODDCOHEN.COM

866-515-9445

"EXTRAORDINARY RESULTS FROM ORDINARY INTERACTIONS"

ERNST & YOUNG SALES CULTURE WORKSHOP™ PARTICIPANT

TODD COHEN IS THE NATION'S LEADING VOICE ON BUILDING SALES CULTURE.

A dynamic, engaging and motivational keynote speaker and trainer, Todd's message is relevant to any organization striving to increase revenue, strengthen relationships and improve client satisfaction. Using humor and real-life examples, Todd demonstrates how every conversation is a "selling moment" and how everyone can contribute to the growth and profitability of the organization.

Averaging 90 appearances per year, Todd's audiences range in size from small groups to upwards of 5,000 people. His diverse clientele includes Subaru of America, Inc., NFL Players Association, Corning, The American Institute of Architects, EY LP, and Investors Bank.

In 2015, Todd was awarded the title of Certified Speaking Professional (CSP), the highest-earned designation awarded by the National Speakers Association (NSA). He is the principal of Sales Leader LLC and author of "Everyone's in Sales" and "Everyone's in Sales; STOP Apologizing."

Todd is co-chair of the NSA Sales Professional Education Group, a member of the NSA Chapter Leadership Council and the immediate past president of NSA's Philadelphia Chapter. He serves on the board of the Greater Philadelphia Senior Executives Group (GPSEG) and is co-chair of GPSEG's Sales and Marketing Group. Todd is a member of the American Society of Training and Development and previously served on the board of the Pennsylvania Society of People and Strategy.

KEYNOTER/SPEAKER SEMINAR LEADER/TRAINER

AUTHOR OF EVERYONE'S IN SALES

MEMBER - NATIONAL SPEAKER ASSOCIATION

WHAT'S EVERYONE SAYING?

"Nothing rings truer for me today than Todd Cohen's mantra, Everyone's In Sales. And yet I continue to see most leaders try to insulate and isolate themselves from the "sales function" and its service mandate, seemingly oblivious to the truth that sales and service constitute the essence of the enterprise. If you want to create a sales culture where more sales happen, I suggest you work with Todd Cohen..."

KEN SHELTON, EDITOR AND CEO, LEADERSHIP EXCELLENCE

"I saw Todd Cohen speak at a recent conference and was blown away. His easy going style and command of the room kept the participants awake, alive, laughing, learning and most importantly...ready to sell! I highly recommend Todd for any group of business people who are looking to increase their sales. Which means everyone."

GENE MARKS, NOTED AUTHOR, COLUMNIST & SPEAKER

He is a regular contributor to the *Philadelphia Business Journal*, has written for numerous trade and association magazines and has a monthly newsletter titled, Sales Culture Newsletter.

Todd is a frequent guest lecturer at Temple University, Drexel University, Pierce College and Pennsylvania State University. From 2010-2012, he served as the Sales Executive in Residence at Temple University Fox School of Business where he mentored students on entrepreneurship. Todd regularly coaches people in career transition teaching them how to sell themselves to get the position they want.

Prior to launching Sales Leader LLC, Todd coached and led dozens of sales teams to deliver more than \$850 million in revenue for leading companies including Xerox, Gartner Group, Thomson-Reuters and LexisNexis. Todd holds a Bachelor's Degree in Business Administration from the Fox School of Business at Temple University.