

Theresa J. French

Speaker • Sales Trainer & Certified Master Coach

CREDENTIALS

- Has led consultants to land well over $50M in revenue
- 6,000+ coaching calls & deal rehearsals
- 3 fractional sales director roles with Fortune 1000 companies
- CCMC Certified Master Coach & Certified Business Coach (World Coach Institute)
- Dex Media President's Circle of Excellence, two-time honoree

AUTHOR

Scenario Selling
5 Steps to Stop Selling Inputs and Start Selling Outcomes

DIG IN

SIGNATURE FRAMEWORK

Scenario Selling™ 5C Sales Process
Built on curiosity: Calibrate Your Come From™ at every step

FORMATS

Keynotes • Workshops • Seminars
Webinars • Lunch-n-Learns
Peer Council Collaborations

Book Theresa

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SellMark sales

Speaking • Training • Coaching
Scenario Selling™

You Have to See Her In Action...

> Theresa trains and coaches **independent experts** (consultants, fractional executives and executive coaches) to win more business with **owner-led, mid-market companies**.

The life Theresa breathes into the rooms she works in is not easily described in a couple of paragraphs. In fact, most of her clients will tell you, "You just have to experience her infectious energy and obvious experience for yourself to fully understand the value she brings."

Theresa J. French is a master of a forward-thinking, success-focused mindset. With diverse accomplishments across numerous industries as an entrepreneur, speaker, trainer, business development & marketing consultant and sales trainer, she brings more than 20 years of "road tested, business approved" experience with her. Today her work centers on sales: helping experts who are brilliant at what they do get just as good at selling it. Her message is simple: **sell the outcome, not the input.**

What sets her apart more than anything is her intuitive, no-excuses, transformational approach to business and sales development. She brings a dynamic and unmistakable blend of power, confidence and authentic vulnerability, along with a flexible, "easy to work with" business sense that makes her accessible and a pleasure to work with. Most notable is her ability to turn complex ideas into simple, actionable concepts, making immediate return a reality for the people who hire her.

$50M+	6,000+	3
in revenue landed by consultants she has led	coaching calls & deal rehearsals	fractional sales director roles with Fortune 1000 companies

Hire Theresa Today!

"It would be an honor to discuss your audience's needs as they relate to sales training and coaching. We have many programs already developed, and I'd be happy to discuss customized solutions for more specialized requirements. Contact me today to discuss how I might best serve your group."

What Do Past Clients Have to Say?

> "I thoroughly enjoyed working with Theresa. She was flexible & accommodating which made working with her very easy. She is an amazing speaker with energy and passion to spare. If you're looking for professionalism, integrity and an effective presenter, she is all of that and more!
> **Jennifer D., UPS Freight, Blaine, MN**

> "Theresa speaks with such enthusiasm and compassion, her audience members leave inspired, motivated and truly changed. Her authentic nature draws you in and makes you feel like you've known her personally for years.
> **Heather Nardi, Polka Dot Powerhouse, St. Paul**

> "Theresa is a master story-teller, with the ability to engage her audience, and keep all the people on the edge of their seats. She really does transform lives, through her speaking.
> **M Shannon Hernandez, Founder, The Writing Whisperer, Brooklyn**

CLIENTS THERESA HAS HAD THE HONOR OF SERVING

usbank · Lunds & Byerlys · Delta · Ingersoll Rand · Cargill · Delta Dental · UPS · Culligan · Securian Financial Services · Lloyd's Barbeque · Wells Fargo · U.S. Energy · BMO Harris Bank · Tempur-Sealy