

Lisa Earle McLeod

Keynote Speaker | Bestselling Author | Sales Leadership Expert



Programs

Lisa's presentations center on how organizations and leaders can drive better results by instilling a greater sense of purpose. A greater sense of purpose enables people to close more business, become more effective leaders and lead happier lives.

Selling with Noble Purpose

How to Drive Revenue and Do Work That Makes You Proud

We assume that salespeople are primarily motivated by money. We couldn't be more wrong. Drawing from studies of top performing sales organizations, Lisa reveals why the salespeople who sell with Noble Purpose, those who earnestly and factually understand how they make a difference to their customers, outsell salespeople who are primarily focused on sales targets and money.

Leading with Noble Purpose

How to Use Purpose to Drive Results, Solve Problems, and Do Work That Makes Everyone Proud

This session is for senior leaders who want to improve morale, increase focus, solve conflicts and lead their teams to better performance.

Persuade with Purpose

How to Use Purpose to be More Persuasive and Influential at Work

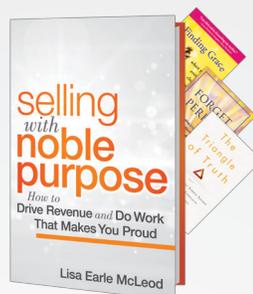
We've all been there: You present a great idea, it gets rejected, yet two months later someone else presents the same idea and it's enthusiastically approved. What happened? This session is for anyone who needs to take the mystery out of persuasion, so they can get support from colleagues, customers, or the boss. You can't be successful if you can't persuade. Drawing from interviews with hundreds of leaders, Lisa reveals the mindsets, skills, and techniques that differentiate the top 2%.

Forget Perfect

How to Bring Purpose and Happiness Into the Life You've Already Got

Based on Lisa's popular book, Forget Perfect, this touching humorous program is for every woman who has put herself last on her own priority list. This session is a huge hit with philanthropic organizations and volunteer groups.

Keynotes - Workshops - Webinars



Lisa Earle McLeod

Organizations like Deloitte, Genentech and Kimberly-Clark hire Lisa McLeod to help them create passionate, purpose-driven sales organizations.

A sought after keynote speaker and workshop leader, McLeod has keynoted for giants like Apple and Google, as well as numerous franchise organizations, non-profits, and trade associations. A powerful presenter, Lisa has delivered programs for audiences as large as 2,500 as well as more intimate programs for executives and board members.

McLeod is a best-selling author in 3 genres: business, personal development and humor. Her newest book, *Selling with Noble Purpose*, is reframing the sales profession.

McLeod is the Sales Leadership expert for Forbes.com and has been featured in *Fortune* and *The Wall Street Journal*, and has appeared on *The Today Show* and the *NBC Nightly News*.

McLeod began her career with Procter & Gamble, where she established herself as a sales leader and highly-skilled sales coach. After leaving P & G she went on to become the Vice President of Business Development at Vital Learning (formerly McGraw-Hill Training Systems).

She established her own firm, McLeod & More, in 1993.

She and her husband, and business partner, Bob McLeod are the parents of two daughters.

Lisa Earle McLeod

“Out of 63 programs, Lisa McLeod was the single highest rated speaker at our Global Conference”

**Tim Cummins, CEO
International Association of Commercial Contract Managers**

“Lisa McLeod is a master at helping organizations reframe their sales narrative around purpose, which boosts sales numbers and sales morale alike.”

**Dan Pink, Author
Drive and To Sell Is Human and Drive**

“Lisa McLeod is a sales leadership expert who has coached top-tier sales teams at Apple, Kimberly-Clark and Procter & Gamble. She knows what it takes to drive growth.”

**Jim Stengel, Former CMO
Procter & Gamble**

“Lisa McLeod is one of the highest-rated speakers we’ve ever had. She is a master communicator who has the rare gift of being able to connect with her audience’s heads and hearts.”

**Bill Eckstrom, President & Founder
EcSell Institute**

“Lisa got our executives aligned behind our strategic goals and our sales people learned how to differentiate themselves. The result is an organization that is focused, organized and passionate about delivering results. We were just ranked #1 in our market for customer service.”

**Ian Truran, President & CEO
Capital G Bank, Bermuda**

McLeod & More, Inc.
A Sales Leadership Consultancy

Our Noble Sales Purpose:

We help leaders drive revenue and do work that makes them proud.



Partial Client List

Apple
Ann Taylor
Capital G
CMIT Solutions
Deloitte
EcSell Institute
G Adventures
getAbstract
Genentech
GlaxoSmithKline
Google
Home Depot
Intel
Kimberly-Clark
Merck
Monster
Peterbilt Trucking
Pfizer
The Entrepreneurs Source
The Salvation Army
United Way

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