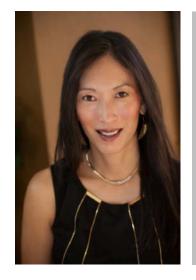
NEW TOPIC! DENISE LEE YOHN

author of the bestselling book, WHAT GREAT BRANDS DO

What Great Salespeople Do



great brands do. She explains how to innovate -- not imitate, how to create

Learn why and how the most effective salespeople operate as brand evangelists -- and how you can too to win the new sales game.

Denise Lee Yohn is the go-to expert on brand-building for national media outlets, an in-demand speaker and consultant, and an influential writer. She has regularly contributed to Harvard Business Review, Forbes, CNBC, and FOX Business TV. Great brands including Sony, Target, Oakley, and Dunkin' Donuts have called on Denise. http://deniseleeyohn.com.

"a stimulating and enriching learning experience... excellent and generous interactions"

" attendees were blown away"

"a ton of best practices that we can implement right away" "hands down, the best presentation in the entire conference" "not only inspiring but highly actionable"





Prior engagements: Consumer Electronics Show Transformational CMO Assembly American Marketing Association

Catalyst Facebook Cornell University The Art of Marketing

National Restaurant Show Lexus **Entrepreneur Growth Conference** ...and more

Speaker video: https://vimeo.com/deniseleeyohn/speaker

