

# KEYNOTE PROGRAM: THE SALES FORCE OF THE FUTURE

## The High-Value Advantage



This keynote by Amy Franko is designed to help you:

- Win more profitable business
- Prepare to lead, win, and sustain long-term client relationships
- Make the shift into thought leader and business fit leader

**In today's business world and in complex opportunities, the days of the feature benefit seller are over. The Sales Force of the Future is here, today.**

That sales force is strategic, nimble, and immune to commoditization. In short, they win more profitable business, and they win customers for life.

To build that sales force of the future, organizations need sales professionals who consistently outperform and deliver meaningful results, regardless of what's happening in the outside world.

To truly differentiate and win in any environment, it's time to make the shift into thought leader and business fit leader. When sales professionals make that shift, they elevate everyone around them – teammates, organizational leaders, business partners, and customers alike. They have a high-value advantage.

**OUTCOME:** Sales professionals and leaders who are better prepared as high-value sellers in today's business environment. They will be better prepared to lead, win, and sustain long-term client relationships.

Ready to advance your team's performance? Book Amy for your next event.



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# KEYNOTE SPEAKER: AMY FRANKO

## Advancing Sales Culture and Leadership

*“Amy was wonderful to work with, really listened to what we wanted, and made sure her keynote hit all the notes we were hoping it did. The feedback from our attendees proved what we already knew; that she was the right choice for our event. She was engaging, insightful, and inspirational, and I will happily be recommending her to anyone looking for training or a speaker for their organization.”*

Stephanie Sulfaro, Events and Special Projects Manager,  
Rochester Business Journal

### Keynote topics:

- Becoming a Leader of Impact and Influence
- The Power of Social Capital in Sales Organizations
- The Sales Force of the Future

### **Amy Franko drives results for organizations by elevating their most important asset—their people.**

As a keynote speaker, Amy captures her audiences with a combination of business acumen, practical experience, dynamic storytelling ability, genuine enthusiasm, and deep understanding of training and development principles. She presents with an engaging, humorous, down-to-earth style that leaves audiences inspired and empowered to implement actionable strategies. All with the same purpose – helping you to create a ripple effect of impact and influence.

Amy's experience within large global organizations, such as IBM and Lenovo, has shaped her skills as a futuristic thinker and leader. She brings new perspectives to her clients, with a sharp focus on achieving strategic goals.

Known for her dynamic and engaging style, Amy is a sought-after speaker on the topic of leadership development and strategic selling. She is an ideal speaker for corporations, associations, and private training events. Her topics are geared toward sales leaders, sales teams, emerging leaders, those new to leadership, and women leaders.

She is a certified training partner through IMPAX Corporation.

### Clients & Partners

AEP | ATD | Deloitte | Duke University | EXPRESS | Huntington | JPMorgan Chase Training  
NAWBO | PNC | Rochester Business Journal | Women for Economic & Leadership Development  
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