



AMY
FRANKO

ACCELERATE SALES GROWTH

Develop High-Impact Leaders

As a sales leader, Amy Franko built a successful and lucrative B2B sales career with global tech giants IBM and Lenovo. She then took a 180° pivot into entrepreneurship, launching a training firm, Impact Instruction Group. She has successfully built and scaled a book of business that includes some of the world's most recognizable brands.

Known for her dynamic presence and results focus, Amy is an author and keynote speaker specializing in B2B sales and leadership development. Her firm also offers sales training and leadership programs that blend current research, fresh insights, and real-world application.

Her expertise is widely shared on social networks, and in respected publications such as *Selling Power*, *TD Magazine*, *Training Industry*, *Training Magazine*, and *CLO Magazine*. She has been interviewed on numerous high-profile sales and leadership podcasts, and featured in *Entrepreneur*, *Forbes*, and *O Magazine*.



■ YOUR PARTNER IN CREATING AN UNFORGETTABLE EVENT

When we work together, here's Amy's commitment to you: Energy. Conversation. Learning. Impact. An experience that is more than worth your investment.

You'll benefit from Amy's two decades of experience in B2B selling, entrepreneurship, and leadership. Your audience will learn fresh, specific strategies that they can immediately apply.

Ready to make an impact at your next sales kickoff or leadership event? [BOOK AMY.](#)

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 [Amy Franko](#)

“Wow! Amy Franko delivered an amazing keynote at our Sales Leadership Symposium. Her material resonated with our team. I expect to partner with Amy in the near future to collaborate, create, and plan for future impact on our sales communities.”

Jen Miller (@Jen_E_Miller)

Sales, Leadership and Strategy Expert / Senior Leader
| Global Services and Insurance Firm

“Amy is a speaker who delivers insightful and relevant webinars. She presented on the topic of social capital, and her messages were engaging, on target and provided useful take-aways that can be implemented by the audience.”

Sandra Masters, CPCU, ARM, ITP

Founder | PrepAdemy

“Amy inspired us to become Modern Sellers and look at sales through a new lens. She challenged our thinking and gave us relevant tips to apply back to our businesses.”

Jessica Gliha

VP, Regional Marketing Director | First Merchants Bank

“Amy’s keynote was full of energy, exactly on point, impactful, and resonated with us all ... so much so that the takeaways remain with me today.”

Beth Alloway, SVP

Commercial Relationship Manager,
Huntington National Bank

“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.”

Stephanie Sulfaro

Events Manager | Rochester Business Journal

DELIVERING A CUSTOMIZED EXPERIENCE

Amy partners with you to deliver a unique, results-oriented experience.

We will work with you to understand your outcomes and create a customized package to exceed your expectations. Benefits of partnering with Amy include:

- Promotional videos to drive attendance
- Copies of *The Modern Seller* for all participants, plus a book signing
- Expanded programming options to reinforce key messages
- Post-event resources that create continued learning

AMY FRANKO HAS WORKED WITH



THE MODERN SELLER

Winning in the New Sales Economy

Chances are good you and your clients are experiencing rapid, non-stop change because of the new sales economy. What is the new sales economy and why does it matter? It's the intersection of business trends, technology, and cultural change impacting customer buying behavior. It impacts *everything* —from how you go to market, win new business, and grow existing business. The new sales economy demands new mindsets, skillsets, and tools. It demands a modern seller.

Based on Amy's book, *The Modern Seller*, this keynote dissects the trends creating chaos the new sales economy, and the next-generation skillsets you'll need to grow your sales results.

Amy also shares research-based strategies that you can apply to your next sales situation or growth opportunity. You'll be positioned to lead, win larger opportunities, and create high-value clients in the new sales economy.



OUTCOMES

Sales leaders and professionals will be positioned to lead in the new sales economy, win bigger deals at higher margins, and grow clients for life.



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ELEVATING RELATIONSHIPS FOR SALES RESULTS

The Power of Social Capital in Sales Organizations

We live in a world that is hyper-connected. We're less than two steps away from a key decision maker, influencer, or industry leader. But so is everyone else. So how do you rise above the noise, elevate your own influence, and open more doors? Two words: Social. Capital.

Social capital is your most valuable investment. It determines the quality of your relationships and your sales results. It goes beyond hyper-connectivity, and into strategic relationships that create mutual reward, results, and impact.

In this keynote, Amy delves into how social capital is created, with specific frameworks to help you build your social capital and your influence – in a way that's genuine and adds value. You'll uncover more valuable opportunities, develop higher-level strategic partnerships, and ultimately create lasting business results for your organization.



OUTCOMES

Sales teams and leaders that invest in and leverage social capital to uncover more valuable opportunities, develop higher-level strategic partnerships, and accelerate sales results for your organization.



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THE RIPPLE EFFECT

Leading with Impact and Influence

How do you gauge if your leadership will create lasting impact and influence?

As a leader, you make hundreds of decisions each day, ranging from the mundane all the way to the complex and life-changing. Imagine each decision as a drop, creating a ripple effect on those around you. A ripple effect of results in your organization and beyond.

In this leadership keynote, Amy Franko shares the key dimensions that today's leaders need to consciously cultivate. When you build these dimensions and consciously create your leadership identity, you'll show up in a more courageous and impactful way. Today, and for the future you want to create.

With this keynote, your leaders will be prepared to think more strategically and operate more intentionally in today's business climate. They'll walk away with specific actions to elevate their ripple effect, within their organizations and beyond.



OUTCOMES

Leaders who are prepared to think more strategically and operate more intentionally in today's always-on and ever-changing business climate. Leaders who are ready to act, to elevate their ripple effect across their organization and beyond.

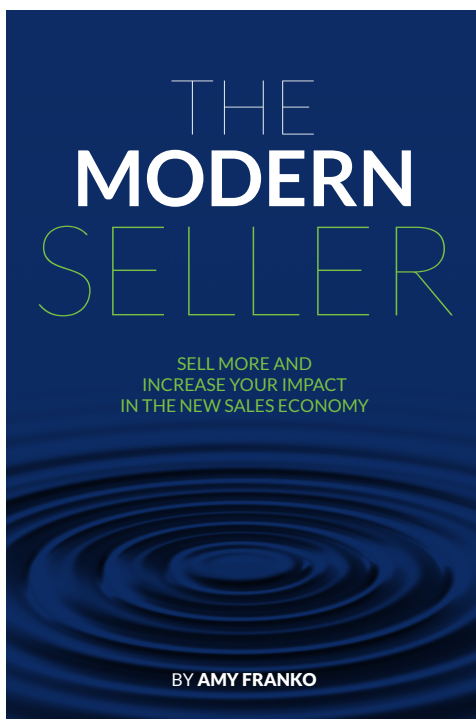


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THE MODERN SELLER

Sell More and Increase Your
Impact in the New Sales Economy



Welcome to the new sales economy: the ever-changing intersection of business trends, technology, and cultural dynamics. It's disruptive. It's transformational. It's also full of opportunity.

Left-field competition. Commoditization. App-like mindsets. Less loyalty. More decision makers. Faster ROI expectations. All of this has shifted what our prospects and clients need to succeed, and how they want to interact with and buy from us. The new sales economy demands a modern seller: one who is a recognized differentiator, extends the value of his or her company's offerings, and is viewed by clients as the competitive advantage in their success.

How do you make that transition? Amy Franko explains the Five Dimensions of *The Modern Seller*: Agile. Entrepreneurial. Holistic. Social. Ambassador. Every chapter is full of specific strategies you can put to work. They'll become your new blueprint for success, and you'll 10X the effectiveness of your sales activities and results.

Get your copy on Amazon.

"The Modern Seller is filled with actionable insights and practical strategies to set you apart from competitors, make you irresistible to today's buyers and ultimately, drive more revenue. In short, YOU become the differentiator."

Jill Konrath

Author of *More Sales Less Time* & *SNAP Selling*

■ FOR SALES LEADERS AND EVENT PLANNERS

Make it easy to extend your team's learning and sales success. Put *The Modern Seller* in the hands of every sales team member or event attendee. Contact us to learn about pricing and packages.



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