



# ACCELERATE SALES GROWTH DEVELOP HIGH-IMPACT LEADERS

## Your Keynote Partner for World-Class In-Person and Virtual Events

**Named to LinkedIn's Top Sales Voices**, Amy Franko is a sought-after sales and leadership keynote speaker. With her unique blend of current research, fresh insights, and real-world examples, she has worked with some of the world's most-recognized brands.

With over 20 years of client-facing sales experience, Amy's sales career includes global companies IBM and Lenovo before pivoting into entrepreneurship. **Her book, *The Modern Seller*, is an Amazon best seller, and she is recognized by *Top Sales World* as one of the top 50 sales keynote speakers in the world.**

With nearly 10,000 followers on social media and in her Modern Seller community, her expertise is widely shared on social networks and in respected publications such as *Top Sales World*, *Selling Power*, *TD Magazine*, *Training Industry*, and *Chief Learning Officer Magazine*.



WATCH THE DEMO VIDEO 

Ready to make an impact at your next sales kickoff or leadership event? **BOOK AMY.**

[amyfranko.com](http://amyfranko.com) | [info@amyfranko.com](mailto:info@amyfranko.com) | 614 286 8265



“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 delivered exactly what we were looking for – a keynote speech that provided practical insight into how to create the connection between the personal relationships we build and their impact. Amy kept the audience captivated. [She] provided powerful tools and actionable ideas to help our attendees build relationships of value that create lasting business results.”

**Karen Cantor-Riggs**

*President & COO | Air Carriers Purchasing Conference*

“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



AA-ISP  
COLUMBUS CHAPTER



AllianceData



Accounting  
Marketing



ACPC  
THE AIR CARRIERS  
PURCHASING  
CONFERENCE



Association for  
Talent Development



Assurance | Accounting | Tax | Advisory



Deloitte.



INBOUND



Nationwide





# THE MODERN SELLER

## 5 Capabilities That Will Transform Your Sales Success

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 in 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 AND RESULTS

## The Power of Social Capital

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.



**AMY FRANKO**  
amyfranko.com

# 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 AMBASSADOR FACTOR

## Amplify Client Loyalty to Drive Sales Success

When it comes to client retention and growth, a satisfied client used to be the highest bar. But today, satisfaction is usually considered table stakes. To attract and retain top clients, and to experience sales growth, we now need to move the needle toward loyalty.

Loyal, engaged clients are 3 times more likely to continue buying from you. It's the key to creating faster and more sustainable growth, plus a more energized organization. To successfully amplify loyalty, it takes sellers and sales leaders who are ambassadors.

In this keynote, Amy Franko will help you to build the Ambassador Factor. She'll share the differences between table stakes and true loyalty. You'll learn specific strategies that can be used to create more loyalty and amplify your sales success.



### ■ OUTCOMES

Sales and client-facing teams who are prepared to leverage the Ambassador Factor. They'll be prepared to identify and act on what creates true loyalty in the eyes of their clients, to amplify overall sales success.



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#1 Release

 **TOP SALES WORLD**  
INSPIRING THE GLOBAL SALES COMMUNITY

Book of 2019



# THE MODERN SELLER

***“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

We’re living in a new sales economy, one that has completely changed the way our prospects and clients engage with and buy from us. The new sales economy demands modern mindsets, skill sets, and tools to succeed.

In *The Modern Seller*, a #1 New Release and best seller on Amazon, Amy Franko explains the five critical skill sets that rise above the rest. Today, sellers and sales leaders need to be agile, entrepreneurial, holistic, social, and ambassadors. You’ll learn why each one matters to sellers and clients, what it looks like in everyday sales activities, and most importantly, how you can build each one – in yourself or in your sales team. With fresh research, real-world stories, and specific strategies, you’ll sell more and sell more effectively in the new sales economy.

Available on Amazon in hardcover, Kindle, and Audible formats.

## 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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