



Dr. Cindy McGovern

1st Lady of Sales®

Top-rated speaker, Wall Street Journal best-selling author in multiple countries, and consultant, Dr. Cindy is on a mission to empower people and companies to get what they want... *through sales!* Yep, “sales,” that icky word that makes people cringe.



Known as the “*First Lady of Sales*®” Dr. Cindy has worked with major organizations for the last 18 years to not only help them grow, but also turn their human capital into confident sales people at every level of their company. Using tools from her Doctorate in Organizational Communication and years of consulting, Dr. Cindy developed sales cultures across various industries to change human behavior at a fundamental level. Her goal is to help people to get over the ick factor in selling so they can embrace their inner salesperson. Because everyone sells, every day, Dr. Cindy wants to be a resource to help people to learn how to sell more effectively. With a business motto of “Grow Big or Go Home,” Dr. Cindy transforms businesses and individuals to increase growth and revenue.

Backed by an equally experienced team, Dr. Cindy is the face of Orange Leaf Consulting and is working with McGraw-Hill to release her second book this fall, titled *Sell Yourself: How to Create, Live and Sell a Powerful Personal Brand*.

INTERVIEW DR. CINDY MCGOVERN – SALES, BRANDING, AND LEADERSHIP EXPERT, TO DISCUSS...

- Reengaging Your Workforce After the Great Resignation
- Building a Better Company One Personal Employee Brand at a Time
- Why You Should Inspire Your Employees to Quit
- How to Get Your Team to Lean Into Your Company’s Mission
- What she means when she says, “*Every Job is a Sales Job*” (Yes, even yours!)
- The Introverts Advantage and How It Turns Into More Revenue
- How Managers Lose Millions by Losing Focus on Empowerment and Overlooking Team Talents
- How Teachers Can Break Through The Career Plateau
- The Drastic Measures College Grads Will Need to Take to Be Employable in 2023
- Why Good Employees Get Overlooked for Raises, Bonuses, and Promotions
- Strategies for Bootstrap Entrepreneurs to Raise Capital, Increase Sales, and Win Customer Awards
- How to Rebrand Yourself for a Career Switch During Today’s Great Resignation
- How to Rebrand Yourself When Making a Career Switch
- How To Sell Yourself If You Hate Sales
- **TV Segment Idea:** Ask The People Around You What Your Brand Is Vs. What You Think It Is

GUEST EXPERT AVAILABILITY

- By telephone and video call from San Francisco, CA
- In person in San Francisco, Los Angeles, New York, Dallas, Phoenix

DR. CINDY MCGOVERN GUEST EXPERT INTERVIEW CREDENTIALS

- Has a Doctorate degree in Organizational Communication
- CEO and founder of Orange Leaf Consulting, a consulting company that helps individuals and companies to grow their business.
- Author of *Every Job is a Sales Job: How to Use the Art of Selling to Win at Work*
- National and International conference speaker
- Passionate advocate for women in the workplace, working to empower female executives so they can grow and thrive
- Her five-step sales process can be applied to everything from company culture, hiring millennials and college graduates looking for their first job to politics, unemployment, reputation management, branding and so much more!

WHAT OTHERS ARE SAYING ABOUT DR. CINDY

Day of Learning at Sprint... Dr. Cindy spoke on how to advance your career with the mindset that "every job is a sales job"... Approximately 5,000 employees tuned in for her session.

Dr. Cindy's keynote was based on her book "Every Job Is A Sales Job. How To Use The Art of Selling To Win At Work." Her keynote was focused on helping people learn to identify the "selling" opportunities that they may have overlooked. She provided a roadmap for participants on how to take control of their personal and professional success.

Cindy was wonderful to work with. She was crisp, clear and concise. Her follow-up and follow-through were impeccable. She quickly understood what we hoped she would deliver and she customized her message based on what we thought would resonate most and be most meaningful for our audience. Cindy helped us create tools to reinforce learning and make her message actionable.

Dr. Cindy's approach is relatable and effective. She provided examples and tools to make her approach understandable and actionable. But most of all Dr. Cindy is authentic, funny, high-energy and is clearly a subject matter expert on the mindset of "every job is a sales job."

KENNA EILERS

Learning and Development Program Manager, Sprint / T Mobile

I have had the pleasure of working with Dr. Cindy McGovern on a variety of projects over the past 15 years. She has been a sponsored speaker for internal and external events ranging from internal Women's Development Session about personal branding as well as external events we sponsored with a session on sales and overall professional skill development.

All the events were very successful with positive feedback around content and engagement. I highly recommend Dr. McGovern. Her approach mixes simplicity with easy, actionable takeaways - creating measurable ROIs for the participants.

KATHLEEN S. ELLIS

Senior Vice President, CNA International Solutions

I first heard Dr. Cindy speak at a Fidelity Seminar, and within one month of applying her simple-to-follow technique, I had earned an extra five thousand dollars! Even attorneys can become more than robotic and be transformed into sales people!

Dr. Cindy then entertained our group of attorneys at the SC Bar Convention and helped us see that we had untapped opportunity in our own backyards. Her simple to use technique equated to more repeat customers and happier clients.

SALLY GARDOCKI

Esquire, Law Offices of Sally A. Gardocki, LLC

Dr. Cindy was outstanding! She exceeded our expectations and was one of our top 5 presentations from over 50 sessions. Our goal was to bring more diversity to our keynote speaker lineup for a 7,000+ global convention and finding female keynote speakers to discuss Business and Sales was tough. Dr. Cindy was great to work with, collaborated with us in promoting the event, and delivered a highly engaging session on sales...even tying in several of our branding points into her session. Again the session was in our top 5 for engagement with several thousand watching it, she was rated in the top 3 speakers in our event feedback survey and her session was translated into 7 languages. I would gladly work with Cindy again. Total professional and content is actionable for attendees.

DANI GARCIA VELAZCO, MSc

Seasoned Experiential Marketer & Global Director of Events - Building Physical and Virtual Events!

SOCIAL MEDIA PROMOTIONS

How Dr. Cindy can help promote your show:

- Has an active presence on Facebook, LinkedIn, Instagram
- Will promote all interviews across digital platforms
- Will mail to 30K email list

GUEST EXPERT INTERVIEW BOOKING CONTACT

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GUEST EXPERT LINKS



DrCindy.com



DrCindyMcGovern



Latest Video Podcast Appearance

