



Higher Learning, Higher Earning



Lisa Peskin

International Trainer and Motivational Speaker
Chief Executive Officer and Founder
Business Development University

Lisa Peskin is the founder and CEO of Business Development University (BDU), a results-driven sales and sales management training, coaching and consulting firm focused on helping individuals and companies grow their revenue by significantly increasing their sales. Lisa has more than 30 years of experience in sales performance and management.

Throughout her career, Lisa has developed an **award-winning reputation** as a motivational and results-oriented sales professional and speaker. After a successful career as Vice President of Sales for Automatic Data Processing (ADP), Lisa launched her own sales training, consulting and coaching business in 2003. Since then, Lisa has helped thousands of selling and non-selling professionals dramatically improve their business development efforts and results through training, just-in-time support and programs designed to maximize opportunities and drive ROI.

Discover how Lisa can help you!

Get in Touch! 877-310-1370
BusinessDevelopmentUniversity.com

Speaking and Training Topics

For Selling and Non-Selling Professionals

- Top 10 Secrets of Success in Sales
- Top 10 Secrets of Rainmaking for Non-Selling Professionals
- Time Management Techniques That Maximize Productivity
- Developing an Effective Sales Game Plan
- Maximizing Your ROI from Your Networking Efforts
- Establishing and Creating Strong Business Relationships
- Perfecting Your Elevator Speech
- Filling Your Sales Pipeline with Qualified Prospects Consistently
- Building, Leveraging and Maximizing Strong Client Relationships
- Running Effective Prospect Meetings
- Setting Expectations with Prospects to Achieve Better Sales Results
- Presenting Ideas and Solutions Effectively
- Handling Objections and Obstacles Throughout the Sales Process
- 5 Closing Techniques That Really Work
- How to Communicate Effectively with People Who Aren't Like You (DISC)
- How SMART Goals Can Help You Increase Your Sales
- Triage – Discovering Your Top 3 Areas That, If Improved Upon, Will Have the Greatest Impact on Your Performance
- Leveraging LinkedIn for Business Development

For Sales Leaders – CEOs, Business Owners and Sales Managers

- Creating a Strong Sales Structure and Culture to Maximize Results
- Incentives and Recognition Programs that Motivate Your Sales Associates
- Structuring Sales Meetings to Drive Productivity
- Determining Your Sales Organization's Triage Areas
- Finding and Maintaining Top Performers
- Top Do's and Don'ts of Successful Sales Leaders

Learn about all of the BDU Services



OUTSOURCED
SALES
MANAGEMENT



ONE-ON-ONE
COACHING



CONSULTING



PUBLIC
TRAINING



PRIVATE
TRAINING



PROFESSIONAL
SERVICES