



Imagine “a female with fire”\* who energizes your team with on-trend, brand-specific, practical content — tools, techniques and strategies to apply immediately to engage buyers, win more business and move people to act!

Her focus: Hospitality Sales — and everyone who should be more hospitable to ensure sales!

Based on the brain’s hardwired patterns, **Sue Hershkowitz-Coore** has developed a winning system that ensures buyers feel safe and smart advancing the sale — with you.

SpeakerSue’s engaging, energetic authentic style blended with her neuroscience-based message creates the perfect learning environment to engage your group and get them excited and ready to apply what they’ve learned. With degrees in Education, English and a Masters degree in Counseling, Sue is uniquely prepared to transform your team’s ability to communicate persuasively, professionally and profitably.

An entrepreneur, Sue started her company with only a dream, and made it come true. Today, she is an internationally acclaimed author *Power Sales Writing* (McGraw-Hill, ranked 5 stars on amazon.com) and *How to Say it To Sell It* (Prentice Hall) and has been named a “Platinum” speaker by the prestigious 30,000 member Meeting Professionals International. (Sue has held this designation for twelve consecutive years.) She received the National Speakers Association President’s Award for Distinguished Service, and was appointed as a founding member to MPI’s Women’s Leadership Initiative.

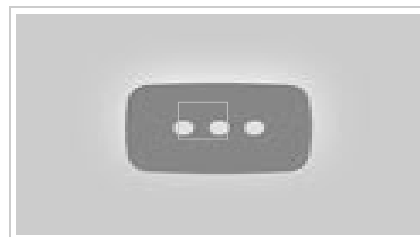
Sue’s 2013 calendar included presentations in the USA, China, Hong Kong, New Zealand, Australia, United Kingdom, Switzerland, Czech Republic, Mexico and Canada. Your team needs to hear her message, too.

Speaker Sue combines platform excellence with...

**Sue Hershkowitz**

### Speech Topics

- ☐ Sales
- ☐ Peak Performance
- ☐ Motivation
- ☐ Humor
- ☐ Executive Speaker



## Testimonials

☐ "Thank you Sue. You've made a difference." ☐

- Director of Sales, Langham Hospitality Group.

☐ "I have heard from several people that your session was the best they have ever attended. Thank you so much!" ☐

- Non-profit Foundation.