

The Sales Professionals of Ottawa Available Guest Speaker List

Everybody sells. Whether you are a sole proprietor or a Fortune 500, if you don't produce revenues by generating sales, you will not survive.

To help the members of your organization, the Sales Professionals of Ottawa are pleased to present the following available guest speakers, each a leading expert in the field of sales.

For more information on available topics, or to arrange for a speaking engagement, please contact the speaker directly.

Available SPO Speakers

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Michael K. Shaughnessy

Communications Coach, Go-Sell Training Systems 4

Lee Carey
Program Director, Outsource Oasis



Lee is a seasoned technology sales professional and Program Director with an extensive background and training in outsourced business contracting.

Email: leecarey@outsourceoasis.ca

Phone: 613-227-1243

Website: www.outsourceoasis.ca

- With Start-up involvement in several organizations , Lee has managed from Ad-Hoc to... Abbreviated to...Organized to... Managed and ultimately to an Adaptive organization.
- Project profile include:
 - Customer Support Center implementations
 - Federal Election Service Support
 - Computer Manufacturing Plant turn-up Service Systems
 - Enterprise OS of MRP11, DRP, ERP, and Telco back office OSS
 - Outsourced Help Desk operations.
- Project managed the implementation of Corporate Quality Programs to ISO9000, AQAP1, and SEI's-CMM.

Some Speaking Topics Include:

- 3 R's of Sales (moving from Reading, wRiting, aRithmetic of last century to the 3 Rs of this century)
- B2B engagement (understanding the dynamics of a buyer community)
- C-Band Mentoring (sharing how leadership differs from management)

***Susan A. Enns
Managing Partner, B2B Sales Connections***



Susan A. Enns is managing partner and sales coach with B2B Sales Connections. She has a proven track record of success, with over 22 years of direct sales, management and executive level business to business experience.

Email: senns@b2bsalesconnections.com

Phone: 613-825-9139

Website: www.b2bsalesconnections.com

- Her achievements include:
 - Top sales rep in Canada (twice)...managed the top sales branch...outstanding sales growth in a national channel sales organization
 - Authored eBooks "Action Plan For Sales Success" and "Action Plan For Sales Management Success"
 - Her work has been published in several locations numerous times and has sold on 4 separate continents.
 - Past President of Sales Professionals of Ottawa (SPO)
 - Guest lecturer at the School of Business at Algonquin College as well as a guest speaker for SPO

Some Speaking Topics Include:

- What To Do Today To Sell More Tomorrow
- How To Build Trust
- Everybody Sells – The Difference Between Sales & Marketing

***Michael K. Shaughnessy
Communications Coach, Go-Sell Training Systems***



For almost thirty years, Michael K. Shaughnessy has been quietly teaching his Sales and Referral Marketing techniques to Business Executives from all walks of life.

Email: mike@ucanpersuade.com

Phone: 613-859-5426

While originally certified in the field of Sports Hypnosis, it's because of Michael's in-depth knowledge into the mechanics of the mind that his clients like to refer to him as their personal "Sales Psychologist."

Michael has received awards for contributions to both his profession, and his community. This reflects his belief that "giving back" is not only a privilege, but in fact a very necessary ingredient towards ones continued success.

Some Speaking Topics Include:

- The Mechanics of Influence
- How to build a Referral Based Business
- 10 Steps to Sales Success