

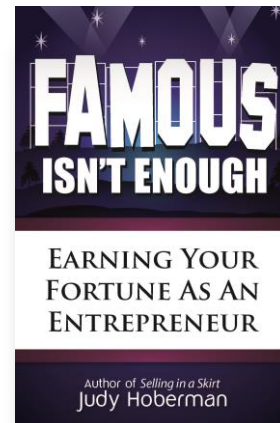
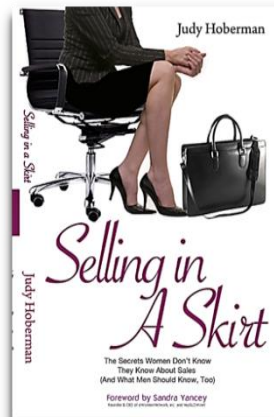
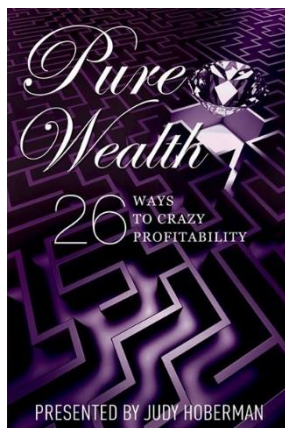
# The Women's Profitability Expert



## Judy Hoberman

Keynote Speaker ■ Consultant

Breakout Expert ■ Radio Host ■ Author



## Proposal for Keynote Speaker



## Judy Hoberman, Speaker/Author Background

Judy Hoberman, President of Selling In A Skirt, has created a suite of workshops, seminars and coaching programs that take the negativity out of selling and make it fun. Her 30 years in the sales industry has given her both the knowledge and experiences to have a sense of humor about process. Specifically, the gender differences are something that everyone should understand and embrace, instead of feeling that barrier to communication. Judy's true and humorous stories about how men and women sell, manage, recruit and lead differently will enlighten you and teach you that both genders can support each other's successes in a more productive way.

Judy's experience includes being an award-winning, accomplished Corporate Training Director with extensive experience in training, course development and project management. She is a true entrepreneur at heart with experience both in the self-employed and corporate arenas. She was personally selected by the President and CEO of a large Insurance Company, to bring her talent in training to the corporate office and the national stage. She shared her expertise with over 3000 agents in 100 offices throughout 44 states, showing them how to break the mystery of the sales process into manageable pieces and demystify it. She was awarded the Character and Integrity Award from the field for her distinct and significant contribution to their success. Today, she is back in the self-employed sector, taking one more missing piece of the sales process, and offering her 30 years of experience to the marketplace, providing solutions for today's market.

Judy is the author of "Selling In A Skirt", "Famous Isn't Enough" and "Pure Wealth", all business books for Professional Women, Sales Executives and Entrepreneurs. She is the host of a weekly radio show on Tough Talk Radio called "Selling In A Skirt", and is also featured as "The Gender Expert" on Fox News Radio. She has appeared on CNN Headlines, ABC, CBS, CW33 and Good Morning Texas, and has contributed articles to Small Business Trends, the Dallas Morning News, Dallas Business Journal, Texas CEO Magazine, as well as appearing on the cover of Exceptional People Magazine. She has hosted the Women of Profitability Live Event and the Pure Wealth Live Event.

# Judy Hoberman



## Why Invite Judy to Speak?

- Her message is timely. With women being over 50% of the workforce and responsible for influencing 85% of all consumer purchasing decisions, the time to understand how to communicate with women is now if you want to succeed in any market.
- Her style is a mixture of facts, real-life scenarios, wit, boundless energy and a sense of humor. That combination is the perfect environment for immediate learning and long-term engagement. You feel a relationship with her from the first moment.
- Her experience in the field as a new agent and climbing the ladder to Agency Manager in the male-dominated Insurance world gives her credibility and shows how a little persistence, with a lot of creativity equaled success and profitability.
- Her newest book “Pure Wealth” is an Amazon best-seller in Women & Business, Business & Money and Motivational & Self-Improvement.
- She appeared on the Main Platform at the 2012 LAMP Conference <https://www.youtube.com/watch?v=qBLkj7hHRqY>

“Judy’s **PASSION** enables her to connect on an emotional level with her audience. She did a **FANTASTIC JOB** with real stories based on her **PERSONAL** experiences in engaging with our team and leaving them with **PRACTICAL IDEAS** to help them **GROW THEIR BUSINESS** as representatives and for the managers to **BECOME BETTER LEADERS.**”

Anthony M. Garcia, President W&S Agency Group  
Annual Leader’s Sales Meeting



## Keynote Topics

***Selling In A Skirt-*** Focusing on the fact that men and women are different. As simple as that sounds, to be successful as a sales professional, you need to understand that men and women communicate differently. This includes asking questions, listening and both verbal and non-verbal behavior. Knowing there are differences is only the first step. To succeed in this ever changing market place, understanding and embracing the key differences between men and women is vital. Developing relationships is what makes this business successful. By recognizing the significance of relationship building plus the best the language to accomplish that will help all members of the sales team.

During this session you will learn:

- The basic communication differences between men and women
- Why it is important to recognize these differences and how to embrace and use those differences as assets
- The importance of building relationships in cross gender selling

***Women Mean Business-*** Over the last 20 years, there has been a tremendous change in women's presence in the workplace and their economic influence as both wage earners and consumers. Today women make or influence 85% of buying decisions. Despite dramatic changes in both sales and customer service, many sales companies have not altered the way they train their sales teams. By not acknowledging the importance of gender differences and not changing the basic training of their sales teams, many US companies are inhibiting their own growth and market share.

During this session you will learn:

- Why selling to women will increase your sales
- The key gender differences in face-to face selling
- How to alter your sales tactics to capture this lucrative female market
- How to understand the female market as a means to long-term relationships and new Centers of Influences

# Judy Hoberman



***Women Do It 3x More than Men-*** Everyone is in sales, whether you are providing a product or service, recruiting or being recruited, or selling yourself. Asking questions is one of the most important pieces to the sales process. In order for you to become that trusted advisor, you need to ask questions and involve your client in the solution. But what are the right questions, and what does asking questions have to do with gender differences?

During this session you will learn:

- The basic communication differences between men and women.
- The importance of recognizing these differences and how to embrace and use those differences as assets.
- The value of asking the right questions.
- What are the right questions?
- The importance of building relationships in cross gender selling

***Profitability from Your Passion-*** Has your business been referred to as a hobby due to lack of profits? Has your for-profit business become a NOT-for-profit? By sharing case studies and experiences of success in building multiple businesses, Judy provides participants a peek into her “exclusive play-book” that was designed to turn her passion into profits.

During this session you will learn:

- Prospecting and networking with intention
- Building a support team
- Having an online and offline presence
- Getting your message out

“Judy really knows how to MESMERIZE, TANTLIZE and ENERGIZE an audience. She is A CHARISMATICE SPEAKER who creates A TRUE CONNECTION with people. Give her 1% of your confidence and she will earn the rest”

Jeff Crilley, CEO, Real News PR



[www.sellinginaskirt.com](http://www.sellinginaskirt.com)

## TESTIMONIALS

Judy Hoberman was one of our main stage speakers for the 1st Annual Public Speakers Conference for the Public Speakers Association. She not only delighted my audience but gave them so many amazing, note taking and usable information that I received comment after comment that my audience loved having her as part of the conference experience. I highly suggest that you book Judy immediately for your next event. You and your audience will be so glad you did!

**Tonya Hofmann: CEO & Founder, Public Speakers Association**

I find it a privilege to attend your session and will be inspired by you throughout my career. When I hear your name I am reminded: “Managers try to light a fire under people, but Leaders ignite the fire within people”. You are a Leader.

**Gary Boverhof, Sales Leader**

Judy Hoberman helps you realize success. She is great at finding the root cause of any challenge, pointing it out in a way that allows you to take action, and ensures you make great forward strides. She is supportive but also ensures you get the point and are able to really understand why you are having challenges. Judy has provided me with amazing clarity and focus so I am now fully ready to achieve wild success.

**Laura Armbruster, CEO, Kick-It Marketing**

