



Sales Retention Expert,
High Energy Speaker,
Best-Selling Author



Imagine lost sales decrease and close ratios increase when you have **Mj Callaway** to inspire, excite and prepare your team for greater potential, sales and revenue!



MJ'S MOST REQUESTED PROGRAMS:

ROCK MORE SALES: THE 4 CORNERSTONES OF SALES

Sinking into a sales rut can feel like you're stuck in a maze with no way out. You can get out! You can become a sales magnet, close more sales, and put more money into your pocket!

This program offers the following benefits:

- Understand how to calm buyer's feeling of risk
- Learn three key stages to effective communication
- Recognize the crucial part to discovering buyer's problem
- Boost confidence in closing sales

SAVE THE SALE: REDIRECT SALES HEADING SOUTH

You can't afford to lose customers. Learn key strategies to redirect your conversation, save the sale, and increase close ratio.

This program offers the following benefits:

- Understand the fundamental reasons sales are lost
- Recognize the warning signals of a sale going south
- Use telltale signs to turnaround a sales conversation
- Replace negative phrases with positive ones

More Programs Available:

- The Art Of Selling Yourself For Success
- Girlfriend's Guide To Kick Butt Sales
- Desperation To Inspiration - Thrive During Tough Times
- Seven Deadly Sins in Sales

"When people are comfortable, they buy. Otherwise, they fly." – Mj Callaway

Why Mj Callaway, CSP?

She's Got Cred

Dubbed the \$14 Million Dollar Sales Expert, Mj leads dynamic sales development presentations and training for businesses. Her innovative and comprehensive programs assist organizations in critically analyzing their sales conversions to increase profit margins.

Before launching her company, Mj garnered respect in a male-dominated industry by closing more than \$14 million dollars yearly in front-end contracts for a national company. She produced high close ratios for several non-profit organizations. Mj has written three best-selling books, and has been awarded numerous awards for non-fiction magazine articles.

She's the Real Deal

When participants meet and hear Mj's story, they're inspired. Six years ago Mj started over with \$500 and a few personal belongings when her safety was threatened.

Today, many of Mj's clients have indicated they appreciate her simple-to-follow strategies, humorous anecdotes for understanding sales concepts, and inspiring messages that have increased their sales by up to 40% and more.



Some clients include:

VIACOM



COMCAST



As seen in:

CBS



5 Reasons Mj Gets Booked:

- 1 Inspiring Speaker:** Impacts audiences with her against-all-odds success story.
- 2 Positive Approach:** Delivers interactive activities to “Super-Size You” with attendees.
- 3 Proven Principles for Success:** Shares her in-the-trenches success strategies.
- 4 Transforming Message:** Engages audiences with “aha” moments to reach goals.
- 5 Value:** Participants receive concrete takeaways and action steps for lifetime value.

Mj is available for all your key events

Breakout Sessions

Keynote

Sales Training Workshops

Onsite Meetings

Lunch ‘n Learn

“Mj shared practical tips that result in positive sales experiences in any stage of business development. Her presentation skills encouraged participation in two-way sales conversations, a memorable approach to teaching a new skill.”

– Marty Stahl, Volunteers of America, Director

“Mj was wonderful to work with during the planning and implementation of our event! We had three presenters for our meeting, and Mj was clearly the best of all three. I recommend having Mj speak at one of your upcoming events!”

– Aaron Clarke, Meeting Planners International, VP of Education

A message from Mj

Today, it's crucial to invest in your people and get a return on that investment. My programs are designed to inspire, boost confidence, and provide opportunities to grow personally and professionally. Whatever phase your attendees are in today, I've been there. I know how to get sales professionals to break through plateaus, attain greater goals, and achieve consistent results.

I want your people to understand today's buyer to transform their conversations.

I look forward to working with you.

To your success,

**BOOK Mj
TODAY!**