



TODD COHEN, CSP & AUTHOR OF “EVERYONE’S IN SALES” IS THE NATION’S LEADING VOICE ON BUILDING SALES CULTURE.

Todd Cohen is the nation’s leading voice on building Sales Culture.

A dynamic, engaging and motivational keynote speaker, Todd’s message is relevant to any organization striving to increase revenue, strengthen relationships and improve client satisfaction. Using humor and real-life examples, Todd demonstrates how every conversation is a “selling moment” and how everyone can contribute to the growth and profitability of the organization.

Averaging 90 appearances per year, Todd’s audiences range in size from small groups to upwards of 5,000 people. Unlike traditional “sales coaches,” who focus only on sales teams, Todd teaches the non-sales professional how everything he or she does impacts the decision making process. His diverse clientele includes Subaru of America, Inc., NFL Players Inc., Corning, The American Institute of Architects, EY LP, and Investors Bank.

In 2015, Todd was awarded the title of Certified Speaking Professional (CSP), the highest-earned designation awarded by the National Speakers Association (NSA). He is a member of the NSA Chapter Leadership Council and a past president of NSA’s Philadelphia Chapter. He serves on the board of the Greater Philadelphia Senior Executives Group (GPSEG) and was co-chair of GPSEG’s Sales and Marketing Group. Todd is a member of the American Society of Training and Development and previously served on the board of the Pennsylvania Society of People and Strategy.

Todd is the principal of Sales Leader LLC and author of two books on sales culture, **“Everyone’s in Sales” and “Everyone’s In Sales: Stop Apologizing and Start Selling.”** He is a regular contributor to *The Huffington Post* and *Philadelphia Business Journal*, has written for dozens of trade and association magazines and has a monthly newsletter titled, *Sales Culture Newsletter*.

He is a frequent guest lecturer at area schools including Drexel University, Peirce College, Pennsylvania State University, St. Joseph’s University and Temple University. From 2010-2012, he served as the Sales Executive in Residence at Temple University Fox School of Business where he mentored students on entrepreneurship. **Todd regularly coaches people in career transition teaching them how to sell themselves to get the position they want in Residence at Temple University Fox School of Business where he mentored students on entrepreneurship.** Todd regularly coaches people in career transition teaching them how to sell themselves to get the position they want.

Prior to launching Sales Leader LLC, **Todd coached and led dozens of sales teams to deliver more than \$950 million in revenue for leading companies including Xerox, Gartner Group, Thomson-Reuters and LexisNexis.** Todd holds a Bachelor’s Degree in Business Administration from the Fox School of Business at Temple University.

