



# Todd Cohen, CSP

## Global Keynote Speaker

*Leading with a Sales Mindset Delivers Superior Company Performance.*

Todd Cohen is a dynamic and sought-after keynote speaker, trainer, and author specializing in the transformative concept of **Sales Culture**. With over two decades of experience in helping organizations and professionals cultivate a mindset that fosters collaboration, accountability, and profitable client relationships, **Todd's insights are not just about sales—they're about creating lasting value and sustainable growth.**

**Everyone's in Sales.** Todd's keynotes and workshops focus on an invigorating perspective that is NOT traditional "sales training." He emphasizes a more profound and transformative approach to growth - *Sales Culture*, which encompasses the **mindset and behaviors needed for every individual in an organization to contribute to the company's success.** By instilling this culture, teams can effectively showcase their value, facilitate positive client relationships, and influence helping a customer say "yes." **Yes, everyone's in sales.**

## Why Book Todd Cohen?

- **Sales Culture Pioneer:** Todd emphasizes the power of building a collaborative sales culture, showing how every team member contributes to an organization's sales success—whether they hold a sales title or not.
- **Industry Expertise:** Todd understands the unique challenges today's industries face in cultivating a sales mindset by defeating sales stereotypes.
- **Proven Track Record:** Todd's interactive workshops and engaging keynotes have transformed the way professionals think about sales and business development, leading to measurable growth in revenue and client satisfaction.
- **Actionable Insights:** Todd's talks are not just motivational—they're packed with actionable stories, strategies, and tools that attendees can immediately implement to build their own Sales Culture.

## Who Benefits From Todd's Expertise?

**Organizations looking to increase profits, retention, and employee engagement.**

**Teams striving to align around a shared customer vision.**

- *Business Leaders and Executives*
- *Sales Professionals and Teams*
- *Entrepreneurs and Small Business Owners*
- *Franchisors and Franchisees*
- *HR Professionals and Training Managers*

# Todd's Actionable Keynote Topics

## "Everyone's in Sales: Building a Sales Culture"

Transform your organization by creating a culture where everyone embraces their role in the sales process. Discover how fostering a Sales Culture can help organizations navigate and thrive in today's rapidly evolving business land.

## "The Profitable Power of Presence"

This actionable and engaging keynote explores the transformative impact of personal presence in business and leadership. It emphasizes how being fully engaged, authentic, and attentive in interactions can drive stronger relationships, boost influence, and ultimately increase profitability.

## "Is Your Culture Profitable?"

"Is Your Culture Profitable?" explores the **link between workplace culture and financial success**. This keynote reveals how a strong, positive culture drives employee engagement, innovation, and customer satisfaction—ultimately boosting profits. Attendees will learn actionable strategies to cultivate a culture that **enhances performance and maximizes bottom-line results**.

## "Stop Apologizing and Start Selling YOU"

**Confidence and conviction are key drivers of success.** Todd Cohen, a renowned sales expert and motivational speaker, delivers a dynamic and transformative keynote designed to empower business professionals to embrace their full potential and elevate their performance. Todd breaks down the barriers that often hold people back, such as fear of rejection, self-doubt, and the tendency to apologize for ASKING for what they have earned the right to ask for.



Todd Cohen  
KEYNOTE SPEAKER AND AUTHOR



## What Audiences Are Saying:



Todd brought a new perspective to our organization by **inspiring** everyone to **lead** with a **sales mindset**. Todd engages the crowd with his energetic approach to delivering his message, everything that we do has an impact on the customers buying decision. The workshop has been inspiring for all departments in our organization and Todd has been amazing to work with.

*David Welch, V.P. of Product Support*

## Book Todd Cohen Today!

Ready to transform your organization with a culture of collaboration and collaborative excellence? Let Todd Cohen inspire your team to reach new heights of success.



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