



GENA PARKER

*LEADERSHIP EXPERT AND
"NATURAL-BORN SALESPERSON"*

 [genaparker_sw](#)

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MEET GENA

DYNAMIC SPEAKER AND COACH

Traveling from: Denver, CO



Gena is a top-performing salesperson, leader, recruiter, and trainer, but didn't exactly begin that way. As an introverted art major who wound up calling on 3,000 doors per summer in college selling educational materials, Gena was a self-professed “reluctant salesperson.” She personally underwent the same transformation she now infuses in her audience, beginning with the realization that trying to avoid being salesy creates a tepid, ineffective salesperson.

In her keynote, “Natural-Born Salesperson,” Gena ignites salespeople, managers, and executives with a fervor to live into their profession’s true potential. As an energizing keynote speaker, Gena helps her audience hone their skills and rekindle the passion needed to increase their sales and achieve their goals.



SPEAKER, COACH AND TRAINER

As an Executive Sales Coach, Gena has amassed extensive experience working with hundreds of clients across diverse industries. Known for her mastery in lead generation and prospecting, she empowers clients to sharpen these critical skills, achieving significant sales growth and goal attainment.

Drawing from her impactful tenure at Southwestern Advantage, where she pioneered 15 new markets and consistently ranked in the company's top 5% of salespeople, Gena's beliefs in effective sales strategies and fostering team success are deeply rooted and influential.



Learn more at GenaParkerSWC.com



DYNAMIC SPEAKER

ON SALES MINDSET

More than just a speaker, Gena's programs focus on teamwork and cultivating resilience to overcome obstacles and achieve lasting success.



Innovative

Gena brings fresh, creative solutions to her roles as a salesperson, recruiter, and trainer, continually pushing boundaries for excellence.



Motivational

Gena inspires others with her own transformation story and passionate approach to achieving success.



Charismatic

Gena's magnetic personality and engaging presence captivate audiences and clients alike, making her a standout speaker and leader in her field.

KEYNOTE PROGRAM

NATURAL-BORN SALESPERSON

In "Natural-Born Salesperson," your audience will learn the secrets to avoiding common sales myths and boosting their sales. Like most, you're probably all too familiar with the stigma surrounding sales. Unfortunately, attempts to avoid this perception have left sales professionals with weak language and a passive approach to generating business. As Gena explains, sales professionals don't realize how their own perception of their occupation negatively impacts themselves and their clients.



NATURAL-BORN SALESPERSON

KEYNOTE DESCRIPTION

ABOUT NATURAL-BORN SALESPERSON

In Gena's "Natural-Born Salesperson" keynote, your audience will uncover key strategies to correct prevalent sales myths and significantly enhance their sales performance. Many of us are acutely aware of the negative stereotypes clouding the world of sales. This stigma can be so pervasive that it leads to many sales professionals to adopt weak, ineffective language and a passive approach to engaging their prospects and clients.

Unfortunately, these well-intentioned efforts often backfire, leaving sales professionals feeling unproductive, frustrated, and confused. Ironically, it's not salespeople who pay the highest price for a tepid sales approach – it's prospects. Gena highlights the rarely acknowledged truth - how choosing to sell from fear and failing to sell from conviction costs prospects dearly. By addressing and overcoming these self-limiting beliefs, sales professionals can transform their approach, leading to more successful interactions and improved results.

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What makes Gena so incredible is that she takes a moment to incorporate her own experiences as well as forces her audience to engage in the topic so it's completely relatable and meaningful. I'd recommend her to anyone who wants to motivate their sales team, inspire their operations staff, or just have someone who will leave the audience encouraged, challenged, and invigorated...They should look to hire Gena Parker as a speaker for their company.

-Scot W.

GET IN TOUCH

CONTACT **GENA PARKER**



If you're interested in booking Gena for your upcoming event, reach out to our team of dedicated speaker agents at info@southwesternspeakers.com to check her availability.

Contact Southwestern Speakers:

info@southwesternspeakers.com

You can also keep up with Gena on the following channels:



Gena Parker: [@genaparker_sw](https://www.instagram.com/genaparker_sw)



Gena Parker: GenaParkerSWC.com



Gena Parker: [@genaparker.sw](https://www.facebook.com/genaparker.sw)

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