



Colleen Francis

AUTHOR · ENTREPRENEUR/FOUNDER

Founder and President, Engage Selling Solutions



About:

- **Gender:** Female
- **Nationality:** Canada
- **Languages:** English
- **Travels from:** Canada

Engagement Types:

- Consultancy
- Panel Participation
- Speaking
- Training and Workshops

Biography Highlights

- **Proven Sales Leader and Strategist:** Over 20 years of helping companies like Chevron, Merck, and Royal Bank grow revenue with effective sales strategies.
- **Straightforward and Results-Driven:** Offers clear, practical advice that boosts sales, cuts effort, and increases profit.
- **Recognized Thought Leader and Author:** Bestselling author, Hall of Fame speaker, and named LinkedIn's #1 sales influencer to follow.

Biography

About Colleen Francis

Colleen is driven by a passion for sales – and results. A successful sales leader for over 20 years, she understands the particular challenges of selling in today's competitive market, and that business leaders can no longer rely on approaches to sales based on techniques from decades ago—or even last year.

Whether maximizing revenue from sales teams or seizing new market opportunities, Colleen works with businesses to develop the right sales strategies for success and delivers practical approaches to ensure it sticks. Colleen's results have attracted clients such as Chevron, John Deere, NCR, Trend Micro, Merck, Abbott, Experian, Royal Bank, Mosaic, Dow, and

Topics:

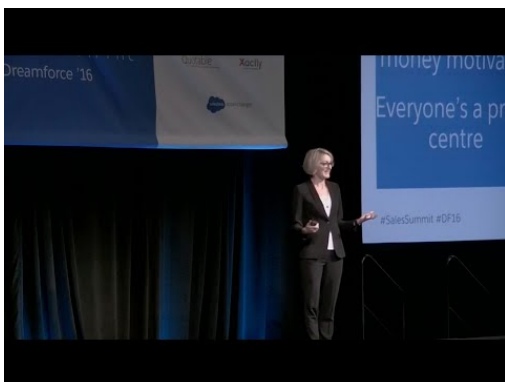
- Business Strategy & Growth
- Customer Experience & Marketing
- Customer Loyalty & Retention
- Executive Development
- Financial Markets
- Gender Equality
- Growth Strategy
- Leadership & Management
- Organizational Culture
- Remote Team Management
- Team Leadership

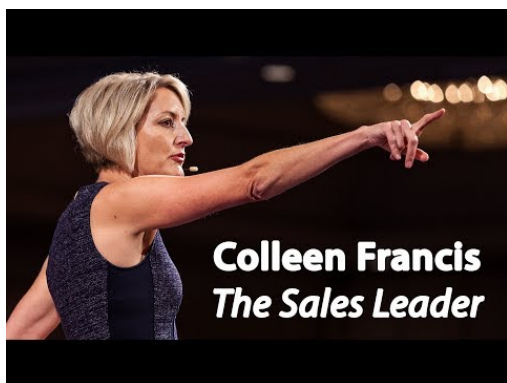
hundreds of other industry-leading companies.

Time and time again, clients who work with Colleen note her frank, no-nonsense approach to accelerate sales while reducing effort and increasing profits. Colleen's practical strategies deliver immediate and lasting results.

Colleen is an award-winning writer, consultant and bestselling author of popular sales books including the recent *Right on the Money*. A recognized thought leader in sales leadership, she is an inductee in the Professional Speaker Hall of Fame and has been named the #1 sales influencer to follow by LinkedIn.

Videos





Colleen's Topics

Right on the Money

Your Best Opportunity for Success is Right in Front of You

Your current accounts are your most valuable resource for growth, offering the quickest path to surpass sales goals. However, many businesses fall into "Account Complacency," focusing on new deals while neglecting existing clients. Successful companies grow by prioritizing customer success and strategically managing their top accounts. Right on the Money offers actionable insights and examples on leveraging these relationships, including:

- Why clients value insiders over partners.
- Spotting and eliminating sales prevention barriers.
- Building systems to prevent customer defection.

Available: In person, Virtually

Creating a Nonstop Sales Boom

Putting an End to Boom and Bust Sales Cycles

Sales teams often face fluctuating results due to pipeline inconsistencies, complacency, and a narrow focus

on opportunity conversion. To achieve steady success, sellers must adopt a 360-degree customer-engagement model. In Colleen's keynote, she shares a transformative approach to sales, featuring insights such as:

- Why being ubiquitous attracts top-quality leads.
- The shared responsibility of buyers and sellers in qualifying opportunities.
- Prioritizing growth among deserving clients.

Available: In person, Virtually

Testimonials

“

We've sold the largest amount of contracts in our network. That's a result of the significant contributions made by Engage.

Paul Rogers

Director

Wilhelmsen Ships Service

“

I am 269% above my numbers from last year thanks to the concepts, actions plans and motivation.

Jennifer Krueger

Director

Global Corporate Challenge

“

Thank you so much for the inspirational session. I have 4 new clients in just a week's time! Hip Hip Hooray!

Nancy Daniels

HelmsBriscoe

“

We started working with Engage Selling. Our sales grew steadily and never stopped.

Donald LeBlanc

President

The Placement Office

“

Thanks to the process we built with Colleen's insight, I have a system now that confidently delivers an 80% closing rate on new contracts.

Scott Kinnser

VP of Sales

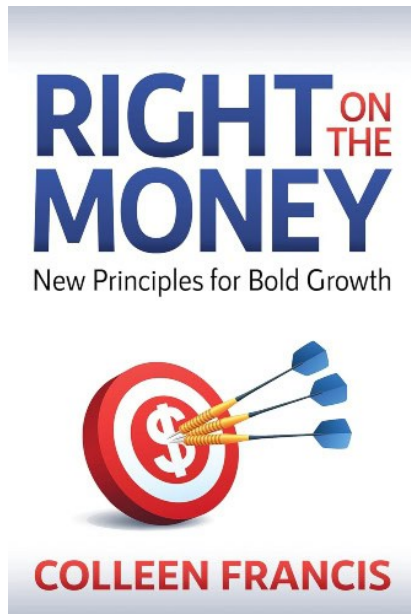
Kinnser Software

66

By the end of my first year working directly with Colleen, I exceeded my sales target by 161 percent. It was no fluke.

Jose Cross
Director of Sales
Ericsson

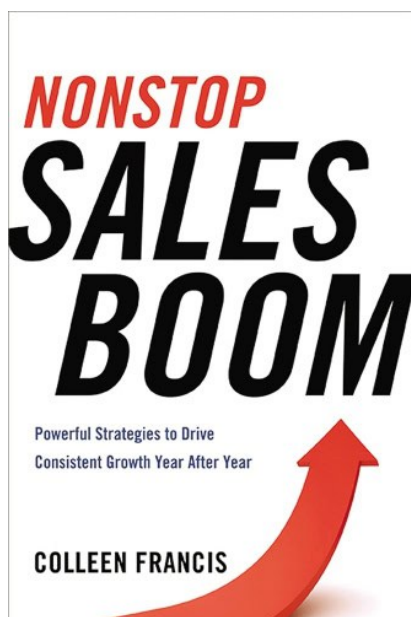
Books



Right on the Money: New Principles for Bold Growth

Right on the Money provides readers with a proven, realistic game plan to redraw maps for sales and marketing in a topsy-turvy world. Even before COVID-19 upended lives and forced people to reimagine every interaction, “business as usual” tottered on its last legs. An overwhelmingly digital economy dispatched a bricks-and-mortar mindset and gave rise to a brave new mobile world. While top sellers adapted from a sell-to model to a buy-from environment—in which customers move through much of the buying cycle before ever engaging sellers—others stuck to their guns and found themselves condemned to failure. The bottom line: accept and embrace change or be done in sales. Right on the Money offers a compelling blueprint to understand and win over today’s buyers. It also offers a wealth of field-tested, actionable steps to excel in a marketplace far more digital, far less centralized, incredibly dynamic and much more lucrative than ever before. Colleen Francis sheds light on the current sales landscape and helps readers align personal and organizational strategies to win.

[BUY THE BOOK](#)

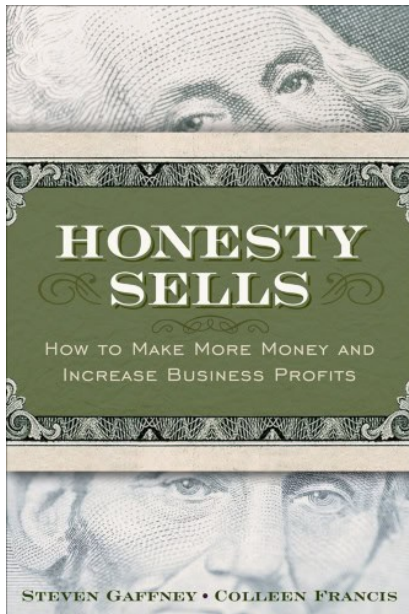


Nonstop Sales Boom: Powerful Strategies to Drive Consistent Growth Year After Year

Nonstop Sales Boom explains how to break this unhealthy cycle and achieve strong, steady results—every quarter, from every member of the team. Has the last week of each quarter in your business become a mad scramble to meet quota? Do your year-end reports show sporadic and unexplainable highs some weeks that will be near impossible to meet next year, as well as mysterious lows that ruined your goals for a 10 percent increase? For many sales organizations, anomalies such as these are strangely commonplace and unshakeable without intentional efforts to ratify them. Author and experienced sales leader for over twenty years Colleen Francis says the secret to leaving behind the roller-coaster reports and achieving sustaining, steady success is to broaden the focus from merely closing deals to actively nurturing the four critical stages of client engagement: Attraction: Fill the funnel with lucrative prospects Participation: Turn them into customers faster Growth: Invest in valued clients Leverage: Turn customers into referral generators When companies concentrate on only one or two of these areas, their results become erratic. But by becoming purposeful toward all four, simultaneously, they will systematically attract a regular flow of prospects and move them smoothly through the pipeline—taking the chaos and pressure away from

the end of quarter for good!

[BUY THE BOOK](#)



Honesty Sells: How To Make More Money and Increase Business Profits

Looking for an edge in today's tough selling market? *Honesty Sells* challenges you to abandon clichéd sales techniques that rely on manipulation and deceit. Instead, by being honest and open with clients, you will be rewarded with long-term, profitable relationships—at the expense of no one but your competition...

[BUY THE BOOK](#)

Speaker Bureaus And Talent Agencies

Colleen Francis is available to book via these agencies

✔ **Recommended**



Speaking Agency