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Colleen Stanley's Bio

Colleen Stanley is president of SalesLeadership, Inc. She is a monthly columnist for national *Business Journals*, co-author of '*Motivational Selling*' and author of '*Growing Great Sales Teams: Lessons from the Cornfield.*' Colleen is a popular speaker for Vistage International, Women's Leadership Exchange and was the featured speaker on sales for the 2006 New York Times Small Business Summit.

Prior to starting SalesLeadership, Colleen was vice president of sales and marketing for Varsity Spirit Corporation. During her 10 years at Varsity, sales increased from 8M to 90M. Varsity was named by Forbes Magazine as one of the 200 fastest growing companies in the United States. Little known facts about Colleen is that she is a former triathlete, was in the opening ceremonies of the 1984 Olympics, and featured in the bestselling video, "The Fitness Formula." Colleen is an expert at helping companies hit the sales quota and the fun quota.

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