



“Judy’s **PASSION** enables her to connect on an emotional level with her audience. She did a **FANTASTIC JOB** with real stories based on her **PERSONAL** experiences in engaging with our team and leaving them with **PRACTICAL IDEAS** to help them **GROW THEIR BUSINESS** as representatives and for the managers to **BECOME BETTER LEADERS**.”

~ Anthony M. Garcia, President W&S Agency Group  
Western and Southern Life Annual Leader’s Sales Meeting

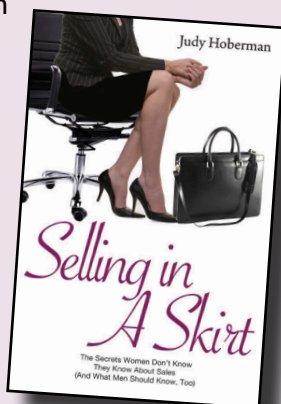
## JUDY SPEAKS ON...

### SELLING IN A SKIRT

*Selling in A Skirt*

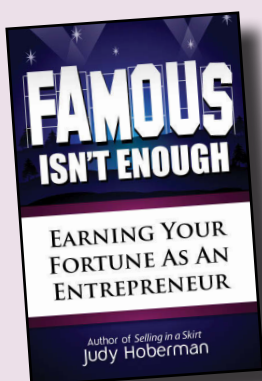
Judy Hoberman’s engaging keynote presentation reveals

reality-based ideas using humorous but down to earth stories about how men and women sell, manage, recruit, and supervise differently. Utilizing case studies, Judy teaches both genders how to support each other’s successes in a more productive way by touching on the three most essential “R”s in management: Recruiting, Reinforcing, and Retaining. Participants receive proven steps for successful recruiting, retaining business, and how to best reinforce these techniques both internally and externally.



### FAMOUS ISN’T ENOUGH

Having learned early on that there is nothing better than being your own boss, Judy’s book and speech titled “Famous Isn’t Enough” is the perfect presentation for entrepreneurs and business owners who are ready to put their road map to work! Through real life situations and lessons learned, participants walk away with the critical steps to build a business, an understanding that asking for help is not considered weak, the importance of having a dream team, and the realization that being an entrepreneur takes work.



### PROFITABILITY FROM YOUR PASSION

Has your business been referred to as a hobby due to lack of profits? Has your for-profit business become a NOT-for-profit? By sharing case studies and experiences of success in building multiple businesses, Judy provides participants a peek into her “exclusive play book” that was designed to turn her passion into profits. By first understanding, then mastering their natural skills, sales professionals, female entrepreneurs and executive women will leave with their personal path to success.



### WOMEN MEAN BUSINESS

Don’t be fooled by the name, as this is not a women only presentation. Judy speaks to companies on the reality that the more women you sell to the more business you close, because **women mean business**. Women are no longer a niche market; they are responsible for 85% of all consumer purchasing decisions and are 50% of the work force. Having a good representation of women on your team will have a positive impact on your bottom line. Participants will learn the multiple definitions of women mean business.



# THE WOMEN’S PROFITABILITY EXPERT

## Judy Hoberman

Consultant.  
Speaker.  
Author.

*“Specializing in sales training, I teach women how to profit in business!”*



## Contact JUDY!

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Email: [Judy@SellingInASkirt.com](mailto:Judy@SellingInASkirt.com)

Social Media: [Facebook.com/SellingInASkirt](https://www.facebook.com/SellingInASkirt)

Call 203-605-3635 to book Judy!



## WHO IS JUDY HOBERMAN?

As a former Top-Producing Agency Manager, Nationwide trainer and Award-Winning salesperson, Judy Hoberman is living proof that women can be successful in many industries and can stand out even more in male dominated industries. Judy's keynote and seminar presentations provide specific strategies that build a strong foundation and help companies:

- Recognize and understand the issues of gender differences in the workplace
- Increase both the profitability and client retention while embracing and applying those differences
- Create a sales force and culture that connects and communicates effectively with the largest segment of decision makers—women

Judy's thirty years in sales has given her both the knowledge and sense of humor about the gender differences that should be understood and embraced instead of dreaded and avoided. Her presentation strengthens instincts and sharpens talents for connecting with customers and clients. Presented in a humorous yet educational style, participants leave with the importance of understanding women both in the work place and as clients.

To schedule Judy for your next event, please contact Judy at [Judy@SellingInASkirt.com](mailto:Judy@SellingInASkirt.com) or 203-605-3635 (CST).

“Judy really knows how to **MESMERIZE**, **TANTALIZE** and **ENERGIZE** an audience. She is **A CHARISMATIC SPEAKER** who creates **A TRUE CONNECTION** with people. Give her 1% of your confidence and she'll earn the rest.”

~ Jeff Crilley, CEO Real News PR



“Judy is approachable, friendly and enthusiastic while communicating the tools she uses to see women succeed. If you're looking for a no-nonsense give us the facts on selling, and building relationships while doing so, **GRAB JUDY FOR YOUR NEXT SALES TEACHING ENGAGEMENT!**”

~ Amy Ostigny, Cincinnati eWomen Network



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