



Kelly McCormick's Mini Bio for Event Planners & Media

Kelly McCormick is a business expert with OutSell Yourself®, a division of her company The McCormick Team, Inc. Kelly doesn't just talk the talk - she walks the walk. She's owned three successful businesses—the first at age 21. Starting each of her companies from the ground up left Kelly with a deep understanding of human mindsets and what it takes to build a brand, market, and sell.

For almost two decades, as a speaker, writer, coach, and consultant, Kelly has been sharing her methods on how to do business in a way that instantly connects sellers with buyers. Her clients include entrepreneurs, consultants, businesses, multi-national corporations, award winning franchises, retailers, colleges, associations and others.

Kelly is the author of OutSell Yourself®: *Go from Hello to Sold with Ethical Business and Sales Techniques!* FedEx cofounder, Frank Maguire, said this about Kelly and her book, *"Mr. Morita, the founder of Sony, once told me that 'customer' connotes a relationship built on trust over a long period of time. Kelly shows us the way to grow a customer base for the future. Take advantage of her wisdom."*

Kelly writes articles on business and sales building topics for industry trade magazines and blogs. For over two years, she wrote a monthly on-line column, Gender Bender, on selling to women and to men, for Sales and Marketing Management magazine, the former publication of The Neilson Group. Kelly is a Past President of the Toronto Chapter of the Canadian Association of Professional Speakers, and a member of the National Speakers Association.