

SalesLeadership: Professional Bio Colleen Stanley

Colleen Stanley is president and founder of SalesLeadership, Inc., a sales development firm. She is the creator of the Ei Selling System®, a powerful sales program that integrates emotional intelligence skills with consultative selling skills.



She is the author of two books, *Emotional Intelligence For Sales Success*, now published in six languages, and author of *Growing Great Sales Teams*.

Salesforce recently named Colleen one of the top sales influencers of the 21st century. She has also been named one of the Top 50 Sales & Marketing Influencers, Top 10 Women in Sales Experts to Follow and Top 30 Global Gurus.

Prior to starting SalesLeadership, she was vice president of sales for Varsity Spirit Corporation. During her 10 years at Varsity, sales grew from 8M - 90M and the company was named by Forbes magazine as one of the 200 fastest growing companies in the United States.

Clients include Harvard Business Review Poland, Otterbox, Arthur J. Gallagher, BIC Graphic, Xerox PARC, First American Title, Siemens Corporation, Vail Resorts, HomeAdvisor, FedEx and Performance Strategies.