



## SHERI YOUNG

- Speaker
- Coach
- Trainer

# RESILIENCE FROM NO TO BEST IN SHOW

Critical to sales success



Your resilience and ability to connect to yourself and others is critical to your sales success.

In this funny, energized keynote, Sheri teaches insights on resilience from the competitive dog show world on the journey to win the coveted Best in Show (BIS) title. On the BIS podium, top dogs, huge multicoloured ribbons, trophies and jubilant owners are the zenith of the dog show. Hidden from sight at the victory celebration are previous years of no recognition or ribbons from other judges spanning years of travel across the continent to dog shows.

Being clear on who you are, and finding fulfillment and joy in service to others, are the wellsprings of your resilience driving extraordinary performance and results.

## OUTCOMES AND IMPACTS

### MISSING LINK

Your resilience and connection to your WHY is the missing link in increasing and achieving your revenue targets.

### BOUNCE BACK

Deepen your understanding of your unique sales style, competitive advantage, and create positive innovative ways to recover quickly to bounce back from a high volume of rejection.

### ENGAGE

Discover how to tap into your truth, filled with hope and honesty to engage meaningfully with your clients, expressing empathy for their challenges and difficulties. Customers sense their wellbeing is your top of mind and they want to work with you, driving your sales results and performance to new heights.



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# Sheri Young

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Sheri's been an entrepreneur and an executive in the public, private and not for profit sector for 40 years.

What she experienced about connection, human behaviour and leadership in and around dog shows blew her mind.

Valuable lessons about connection, that the significance of showing up in touch with and as your best self, became evident as she developed a working relationship with her Samoyeds that took joy and purpose to new levels.

## ***Author, Entrepreneur, Speaker***

Sheri Young takes more than 40 years of senior executive leadership experience in the private, public and not for profit sectors to empower leaders to create meaningful connections to thrive in dynamic workplaces through lessons learned from her dog show Samoyeds.

### **EDUCATION**

Sheri holds a BA (Political Science) from Carleton University, as well as a post-graduate BAA (Journalism) from Ryerson University. Sheri also holds the ICD.D designation from the Institute of Corporate Directors, Rotman School of Management, University of Toronto.



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