

## John Lees

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***Sales and marketing specialist, after-dinner speaker, humourist & MC***

John Lees is one of the most versatile presenters in corporate Australia, providing an invaluable mix of business wisdom, effective strategy and humour. An original and highly motivational communicator, John is equally at home as a sales and marketing presenter and trainer - and as a superb master of ceremonies, entertaining after-dinner speaker and humourist.

John Lees specialises in the related, key business areas of selling, sales management (leadership), service and marketing (creating distinctive, valuable promises to sell). John does not preach sales techniques, instead he shows sales people how to professionally control and lead discussions at market level, with prospects and customers ... to the point of mutual success.



John was head of marketing and sales for Schwarzkopf in Australia and NZ and created market leadership locally, and the best results for the company worldwide.

He has written 11 books on sales, sales management, marketing, small business development, franchising success and leadership in management.

Senior managers, sales teams, customers, franchisees, agents and association executives, have all benefited from John Lees' expertise. Most importantly, his presentations are full of practical knowledge and advice gleaned from a highly successful international career as a senior marketing and sales executive. John Lees is committed to achieving profitable sales progress and so relates to audiences, large and small, with the same aim.

John's unique, informative and entertaining presentations make him ideal for sales conferences, senior management meetings, retreats, training sessions, company events, and franchise/dealer conventions.

John has presented throughout Asia, America, the UK, South Africa, Australia and New Zealand to clients including IBM, AMP, EDS, McDonalds, Telstra, leading accounting firms and an array of progressive companies from product and service industries. As testament to his expertise and effectiveness, many companies have asked John to remain as their sales development consultant after hearing his presentations.

John Lees is also a regular contributor on Switzer TV on the Sky Business channel, appeared on the ABC Four Corners programme 'The Business of Change' and has written more than 1,000 articles on business development.

### ***John Lees talks about:***

- Professional Selling – Operating as sales makers, not order takers.
- Modern Marketing – Arranging to sell far more than you charge for.
- Profitable Service – Not aspiring to charge more ... but avoiding the pressure to charge less.
- Leadership in Management – Via knowledge and conviction, not personality or title.
- Teamwork – Moving from 'units' to 'unity'.
- Small Business Development – Becoming a driver of the franchise, not a passenger.
- Funny Business – After-dinner inspirational message with non-stop laughter.
- Conference MC/Facilitator – Incisive comments, humour and control.

### **Client testimonials**

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“ Just a short note to congratulate you on a masterful performance last Thursday evening; the feedback I received the following day was very positive and the message you left was not only inspiring but also very consistent with the objectives and business direction we are pursuing.

- ***Bacardi Lion***

“ You were able to combine facts and humour in a presentation of the highest quality. We were especially pleased with the way you incorporated the messages and feel we requested in our briefing. The feedback from the attendees has been impressive.

- ***Lend Lease Corporate Services***

“ Well what can I say? John was the most talked about speaker we had present at our conference this year! John was engaging with his jokes but this was a very important vehicle for his message to our group of ensuring they have the right teams in place for success! Delegates have said that they could have listened to John all day!

- ***Choice Hotels Australasia***

“ John Lees offers a unique talent and relaxed style as an MC, and it was as relevant to the main plenary session as it was to his own workshop and the awards evening for some 250 people. John exceeded our expectations as an MC, and leaves us with great memories as a key ingredient to a highly successful conference.

**- Hillross Financial Services**

“ You were the most popular of all speakers; your excellent blend of wit and sound advice was a major factor in this achievement.

**- Minister for Small Business & Tourism**

“ Thank you for being such a wonderful Master of Ceremonies and ensuring the success of the Guardian conference. You were magnificent!

**- Guardian Pharmacy Group**

“ John was excellent. He really brought the whole day together. He delivers a simple straightforward message with lots of humour. I have had nothing but positive feedback about the whole day and everyone just loved him!

**- Commonwealth Bank**

“ Without doubt the most humorous seminar speaker I have ever heard, but this did not detract from ‘the message’, only reinforced it. Thoroughly recommended.

**- Esanda Finance Corporation Ltd**

“ It has been almost three months since our annual sales conference and still the positive comments keep coming in about your performance as master of ceremonies. Our advisors have had the opportunity to see and hear many professional MCs over the last couple of decades and not one has recorded the outstanding post-conference survey results given to you.

**- AMP**

“ John pushed and stretched my sales staff to be where they should be.

**- Canon**

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[VIDEO OF SPEAKER](#) 