



Delia Passi

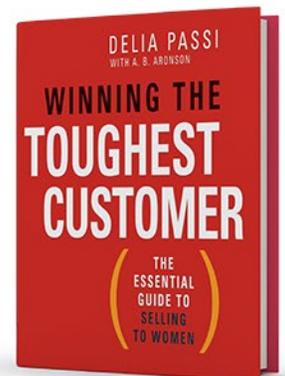
Author | Keynote Speaker | Trainer | Selling to Women Expert | Founder of Women's Choice Award

Delia Passi is CEO of WomenCertified®, the voice of the female consumer and home of the Women's Choice Award. Delia is the nation's leading authority on building sales and loyalty among women and the nation's leading female consumer advocate. Her launch of the Women's Choice Award allows consumers to identify businesses that are meeting the needs and expectations of their female clients.

As a consultant to numerous Fortune 500 companies, Delia advises her clients how to better understand their female consumers, supporting them to increase deals closed, improve customer service, and gain the loyalty of these hard-earned customers. Her expertise centers on how women shop and buy, what motivates them to select one provider over another, and how sales and service professionals can provide the best experience to women. Delia's engaging speaking approach combines humor, practicality and "Aha!" moments, leading her to captivate audiences at events including the Microsoft Global Marketing Conference, Ameriprise, Wells Fargo, Lexus, Merrill Lynch, and Harley-Davidson Summer and Winter Dealer Meetings.

Prior to founding the Women's Choice Award®, Delia was the Group Publisher of *Working Woman* and *Working Mother* Magazines. She began her career in sales with the Xerox Corporation and quickly became one of the company's top producers, becoming known internally as "The Closer." It was when she made the switch to selling advertising that she recognized how a specialized approach proves to be more effective when it comes to selling to women, who dominate the publishing environment. Passi is also the author of ***Winning the Toughest Customer: The Essential Guide to Selling to Women***.

Delia earned her B.A. in Psychology/Business and a certification in education, graduating Magna Cum Laude from the College of New Rochelle in NY, a top rated all girls' college. She is the proud recipient of the 2016 Top 50 Businesswomen in Florida, a finalist in the Ernst & Young Entrepreneur of the Year and her business is a recipient of the Inc. Magazine's Fastest Growth Companies for three consecutive years 2015-2017. Delia is most proud of her greatest accomplishment, her four daughters.



Client Testimonials

“ The response was overwhelmingly positive to Delia's keynote session. So much so we invited her back for the following year and plan on giving her top billing. I am sure she will be a strong draw for next year's event!”

~ Todd Thomas, International Door Association

“ Delia Passi's presentation was excellent! It gave my coworkers and myself invaluable information to help us meet the expectations and standards of women.”

~ Pia Delvaile, Director, Broward Health

“ Delia is superb in simplifying the communications gap in marketing to women by exploring the emotional and psychological issues that may influence HER buying decisions. You will also become a better communicator in the process!”

~ Laurence O'Connor, UBS Financial Services Inc.



Delia Passi

Author | Keynote Speaker | Trainer | Selling to Women Expert | Founder of Women's Choice Award

Thank you for your interest in how I can help you offer your audience an extraordinary keynote experience! As the nation's leading authority on building sales and loyalty among women and the author of *Winning the Toughest Customer: The Essential Guide to Selling to Women*, I have delivered outstanding keynotes for multiple Fortune 500 companies including Toyota, Wells Fargo, Ameriprise, Office Depot, Merrill Lynch, UPS, Microsoft, Harley Davidson, Lexus, Raymond James, General Motors, Allied Van Lines, Speed Queen, TD Ameritrade among many others.

In addition, I have vast experience in the home services industry having trained hundreds of home services dealers and franchises from sales to service on how to grow consumer confidence and deliver an experience that drives loyalty with women and couples. As the founder of the Women's Choice Award I'll address how your team can leverage your award, both in the sales and service experience as well as in your marketing communications.

Providing home services to women involves a deeper understanding of how to address your sales and management team in an engaging and interactive format which leaves a lasting impression and knowledge.

My presentations are fun, timely, informative and entertaining, and designed to provide immediate take-aways so that your participants can make immediate changes to increase their success.

The topic will be high impact and will empower your participants to increase their sales and enhance their relationships. In addition to some recommended topics below, I am happy to work with your team to customize presentations to cater to your needs and audience.

- The 7 Steps to Selling to Women & Couples
- Proven Best Practices to Grow Your Brand with Women
- How to Master Effective Gender Communication

Former Keynotes Include:

Ameriprise Financial
UBS Financial
GAF
Allied Van Lines
Speed Queen
Overhead Door
Raymond James
Principal Financial Group
Mattress.com National Sales Meeting
European Bedding Industry Association
Harley Davidson
Trek
Kansas Women's Business Center
America's Retirement Summit
Massachusetts Bankers Association
New York Bankers Association
National Foundation of Women Legislators
Office Depot
Ritz Carlton
IDEA
Microsoft International Marketing Summit
Int'l Marketing to Women Conference
National Bedding Association
eWomenNetwork
Morgan Stanley
Trailways
Cutco
Texas Self Storage Association
Western & Southern Financial
Women's Prosperity Network
Women in Insurance and Financial Services
National Automotive Dealership Assoc.