

# THE WOMEN'S PROFITABILITY EXPERT

Judy Hoberman

Consultant.  
Speaker.  
Author.

*"Specializing in sales  
training, I teach women  
how to profit in business!"*



Call 203-605-3635 to book Judy!

## WHO IS JUDY HOBBERMAN?

As a former Top-Producing Agency Manager, Nationwide trainer and Award-Winning salesperson, Judy Hoberman is living proof that women can be successful in many industries and can stand out even more in male dominated industries. Judy's keynote and seminar presentations provide specific strategies that build a strong foundation and help companies:

- Recognize and understand the issues of gender differences in the workplace
- Increase both the increase profitability and client retention while embracing and applying those differences
- Create a sales force and culture that connects and communicates effectively with the largest segment of decision makers and women

Judy's thirty years in sales has given her both the knowledge and sense of humor about the gender differences that should be understood and embraced instead of dreaded and avoided. Her presentation strengthen instincts and sharpen talents for connecting with customers and clients. Presented in a humorous yet educational style, participants leave with the importance of understanding women both in the work place and as clients.

To schedule Judy for your next event, please contact Judy at [Judy@SellingInASKirt.com](mailto:Judy@SellingInASKirt.com) or 203-605-3635 (CST).

"Judy Hoberman was a main stage speaker for the Public Speakers Association annual conference. Judy not only delighted my audience but gave **AMAZING, USABLE INFORMATION**. I received comment after comment that **MY AUDIENCE LOVED HAVING HER** as part of the conference experience. I highly suggest you **BOOK JUDY IMMEDIATELY** for your next event!"

~ Tonya Hofmann, CEO & Founder, Public Speakers Association

### FEATURED ON...

FOX Business News  
CNN Headlines  
ABC DFW News  
CBS DFW News  
CW33 DFW News  
Good Morning Texas

Small Business Trends  
Dallas Morning News  
Dallas Business Journal  
Texas CEO Magazine  
Exceptional People Magazine  
Global Women's Leadership Summit

"Judy really knows how to **MESMERIZE, TANTALIZE** and **ENERGIZE** an audience. She is **A CHARISMATIC SPEAKER** who creates **A TRUE CONNECTION** with people. Give her 1% of your confidence and she'll earn the rest."

~ Jeff Crilley, CEO, Real News PR



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“Judy’s **PASSION** enables her to connect on an emotional level with her audience. She did a **FANTASTIC JOB** with real stories based on her **PERSONAL** experiences in engaging with our team and leaving them with **PRACTICAL IDEAS** to help them **GROW THEIR BUSINESS** as representatives and for the managers to **BECOME BETTER LEADERS**.”

~ Anthony M. Garcia, President W&S Agency Group  
Western and Southern Life Annual Leader’s Sales Meeting

## JUDY SPEAKS ON...

### SELLING IN A SKIRT

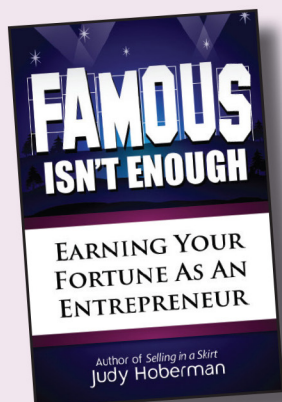
*Selling in A Skirt*

Judy Hoberman’s engaging keynote presentation reveals

reality-based ideas using humorous but down to earth stories about how men and women sell, manage, recruit, and supervise differently. Utilizing case studies, Judy teaches both genders how to support each other’s successes in a more productive way by touching on the three most essential “R”s in management: Recruiting, Reinforcing, and Retaining. Participants walk away with proven steps for successful recruiting, retaining business, and how to best reinforce these techniques both internally and externally.



### FAMOUS ISN'T ENOUGH



Having learned early on that there is nothing better than being your own boss, Judy’s book and speech titled “Famous Isn’t Enough” is the perfect presentation for entrepreneurs and business owners who are ready to put their road map to work! Through real life situations and lessons learned, participants walk away with the critical steps to build a business, an understanding that

asking for help is not considered weak, the importance of having a dream team, and the realization that being an entrepreneur takes work.

### PROFITABILITY FROM YOUR PASSION

Can you define your passion? How do you take your passion and turn it into a business and not a hobby? Being the Profitability Expert for Women means that I too had to navigate through the maze of uncertainties and unknowns. Through case studies and experience, defining your vision, creating your business and being profitable will be the goal of the session. Maximize your impact in the marketplace by leveraging your inherent feminine skills will create a sustainable business by doing what comes naturally. Participants will leave with a purpose, a passion and a path to profits.

### WOMEN MEAN BUSINESS

Don’t be fooled by the name, as this is not a women only presentation. Judy speaks to companies on the fact that the more women you sell to the more business you

receive because **women mean business!** Women are no longer a niche market; they are responsible for 85% of all consumer purchasing decisions. AND the more women you have on your team the stronger your team is because **women mean business!** Women are relationship builders and referral machines.



Participants learn that since women are 50% of the workforce, having a good representation of women on your team could have a positive impact on your bottom line. They will recognize the crucial role women in today’s work environment has on tomorrow’s young talent. They will learn the importance of understanding women both in the workplace and as clients.

## Contact JUDY!

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