

*Dr. Cindy*

# **DR. CINDY**

## **FIRST LADY OF SALES®**

Speaking & Media Kit





***Sales Is a Life Skill, Not a Business Skill.***



**MEET DR. CINDY**

First Lady of Sales® | Top-Rated Keynote Speaker | CEO & Consultant | Global Bestselling Author





# A BIT MORE ABOUT DR. CINDY

PhD in Communication, Sass, and Straight Talk

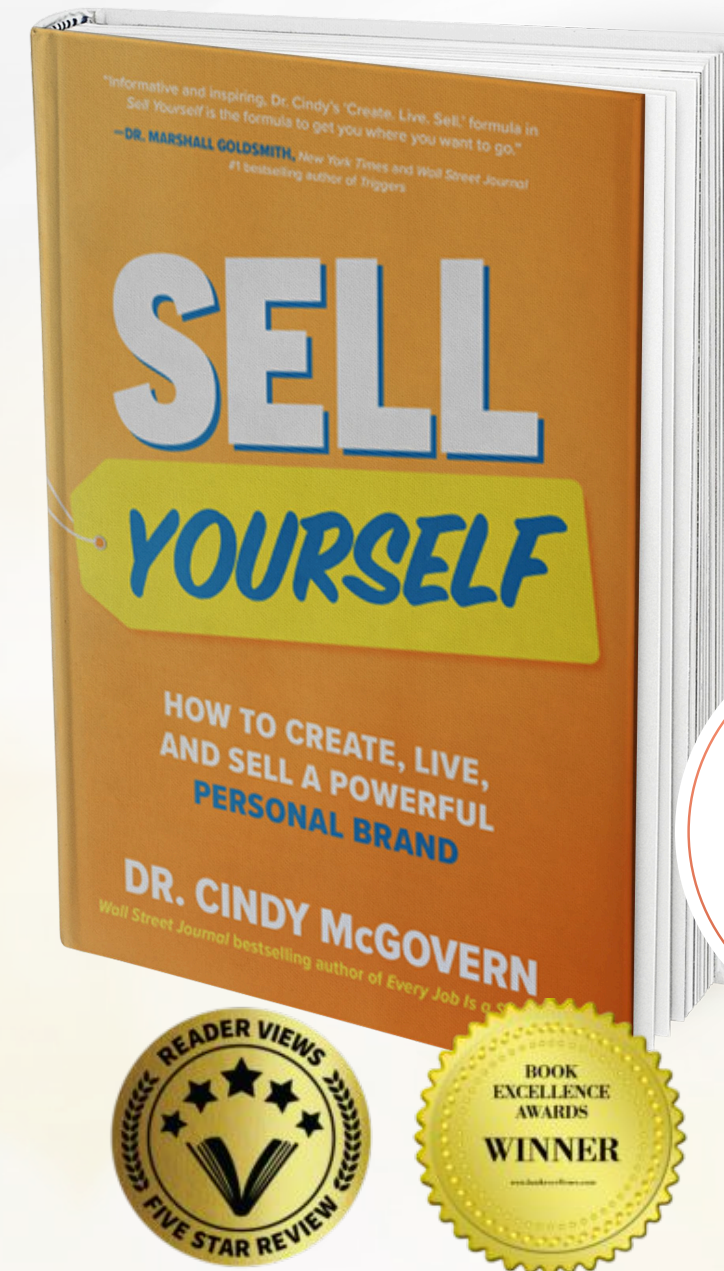
On a Mission to help people to embrace their inner 5-year old (AKA the best salespeople on the planet) to get what they want at work and in life

Obsessed with helping people to IN-power themselves to stop waiting for permission to live the life they want and deserve

Takes the 'ick' out of sales by reframing it into what it really is... helping people



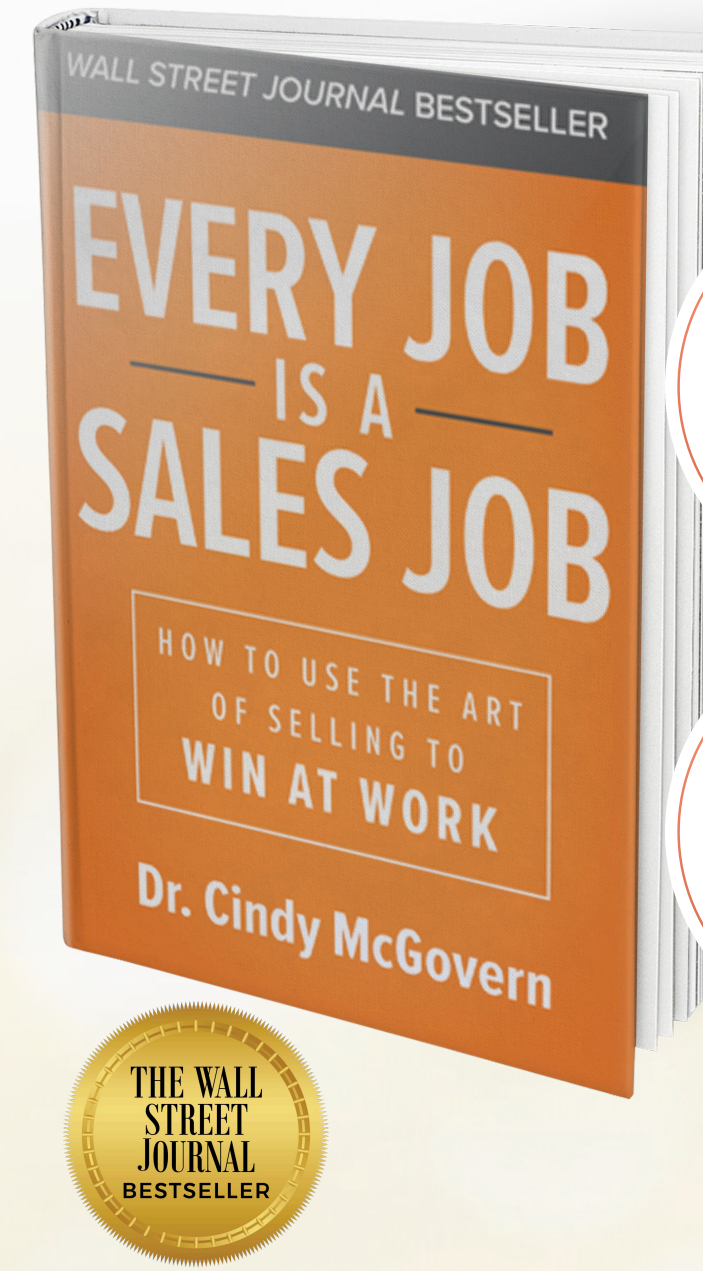
# BESTSELLING AUTHOR IN MULTIPLE COUNTRIES



## SELL YOURSELF

ENGLISH

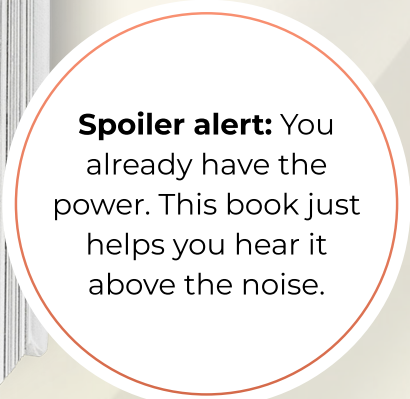
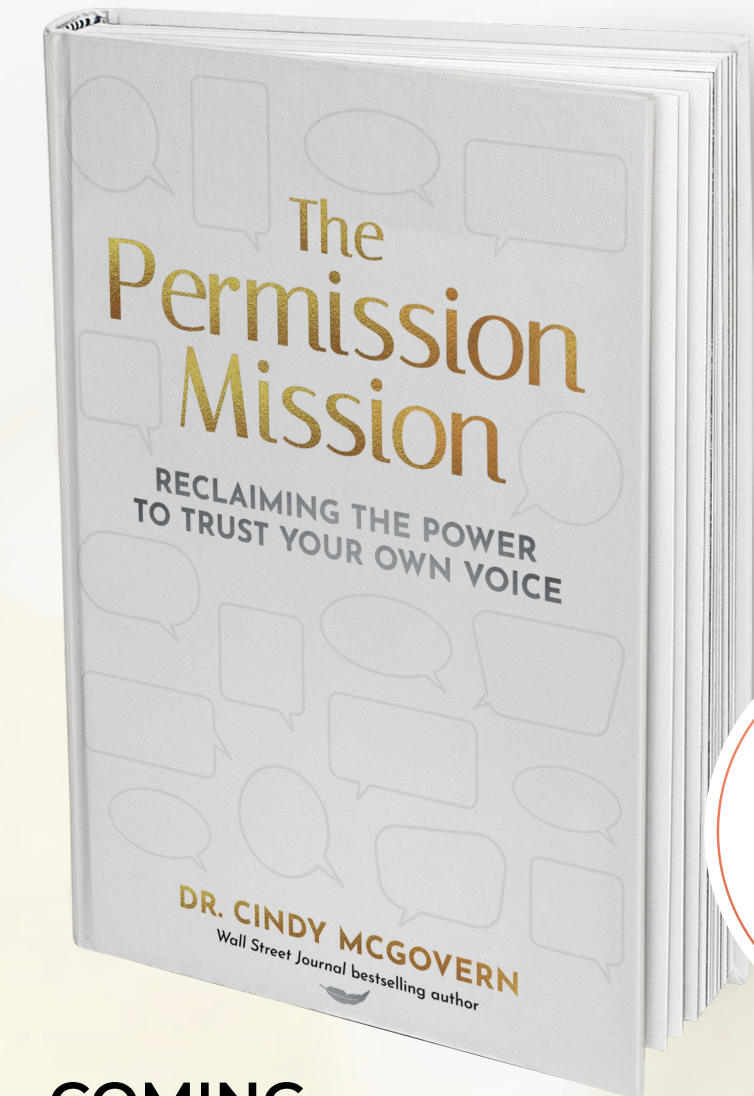
How to Create, Live, and Sell a Powerful Personal Brand



## EVERY JOB IS A SALES JOB

ENGLISH | CHINESE

How to Use the Art of Selling to Win at Work



COMING  
MARCH 2026!

## THE PERMISSION MISSION

Overcome Doubt, Find Your Voice and Reach Your Potential



# TRUSTED BY TOP COMPANIES & INDUSTRY LEADERS

TIME

Forbes.com



Harvard  
Business  
Review

T Mobile

THRIVE  
GLOBAL

business.com

THEONETHING

the  
FQ  
FEMALE QUOTIENT

GRITDAILY



# DR. CINDY'S PODCAST APPEARANCES



Having a Great Career Starts with Purpose & Planning | Dr. Cindy McGovern



Sell Yourself and Achieve Your Dreams with Cindy McGovern



Sell Yourself: How to Create, Live, and Sell a Powerful Personal Brand - Outside Sales Talk with Dr. Cindy McGovern



EP. 1037 Dr. Cindy McGovern | "De-Icking" Sales as a Profession



# DR. CINDY'S PODCAST APPEARANCES



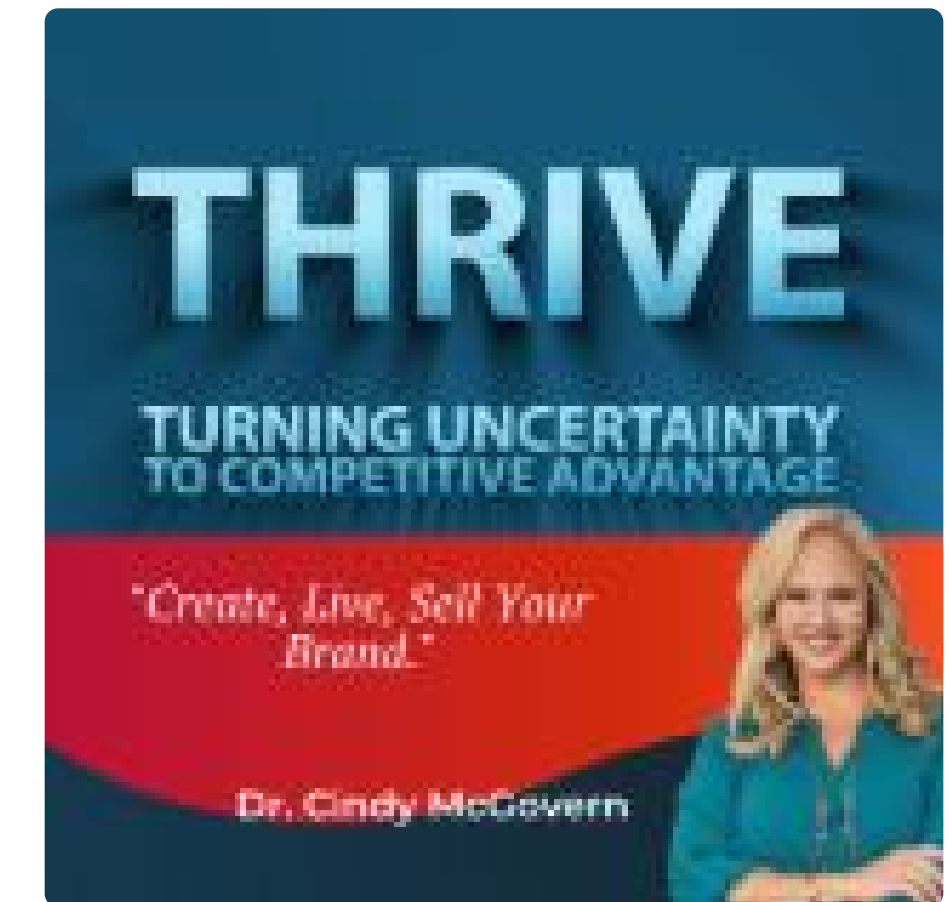
Born to Sell: Dr. Cindy McGovern on Why Sales Is the Ultimate Life Skill



Creating Your Legacy Through Your Personal Brand- Finding Brave Podcast with Kathy Caprino



EPISODE 473: How to Give Yourself Permission to Ask for What You Want with Dr. Cindy McGovern



Dr. Cindy McGovern – Your Level Up and Live Your Brand



# DR. CINDY MEDIA & INTERVIEW FEATURES



TIME

Forbes

BUSINESS  
INSIDER

**smm**  
SALES & MARKETING  
MANAGEMENT



L I T  
H U B



UP JOURNEY



canvas



Authority  
Magazine



# DR. CINDY MEDIA & INTERVIEW FEATURES



How to rebrand yourself



Smart Tips For Promoting  
'The Brand Called You'



Go From Hating Selling to It  
Becoming A Life's Passion



#551 Afraid of Sales? Don't Be –  
You Sell Every Day!



Technology, Smart Planning Are  
Career Keys to Making the Most  
Of A Trade Show



Every Job is a Sales Job

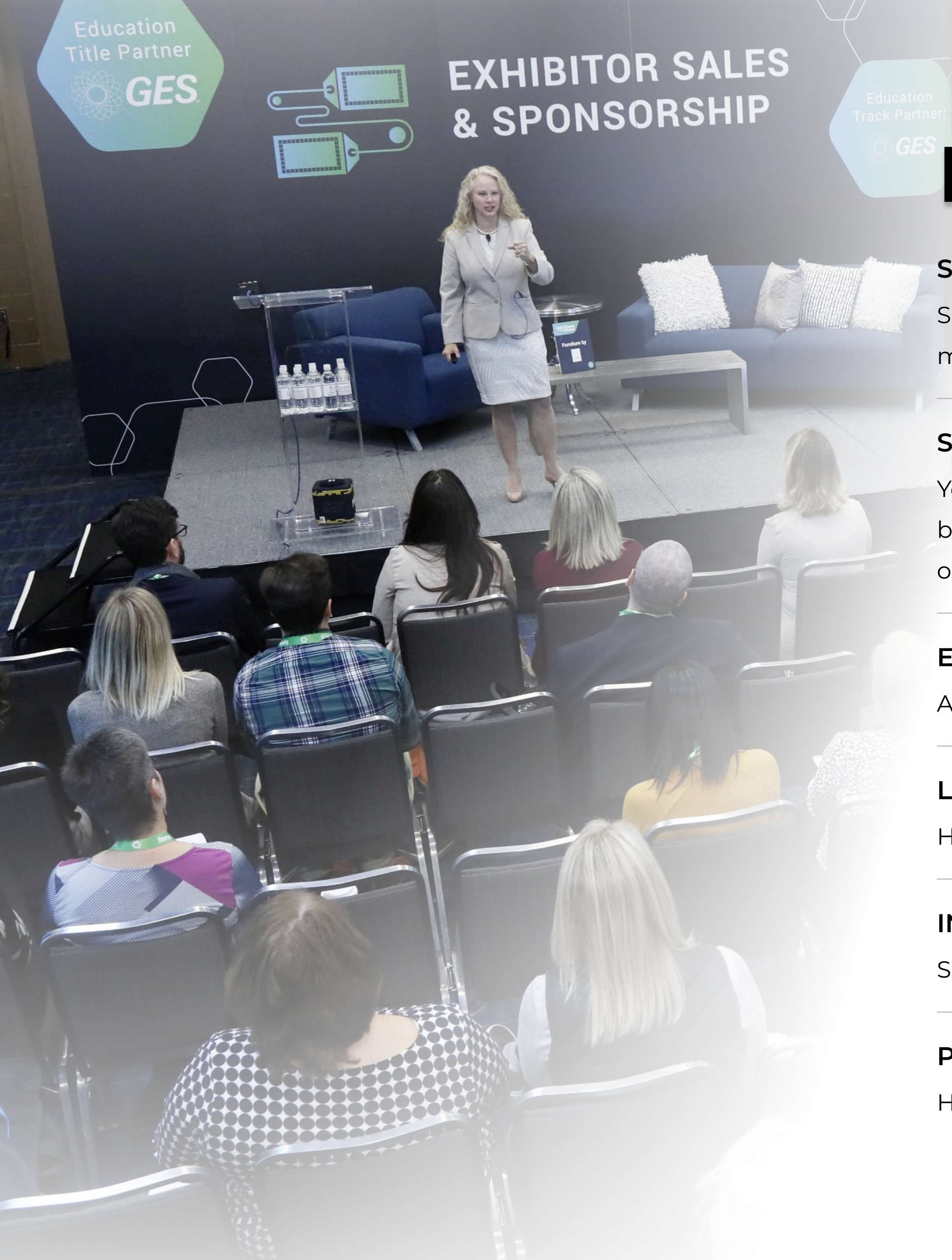


Every Job is a Sales Job : How to  
Use The Art of Selling to Win at  
Work



Afraid of Sales? Don't Be – You  
Sell Every Day!





EXHIBITOR SALES  
& SPONSORSHIP

Education  
Track Partner:  
GES

# DR. CINDY SPEAKING TOPICS

## **Sales is a Life Skill, Not a Business Skill**

Sales is not a profession, it's a skill that should have been taught in high school. This is the class you missed that is holding you back!

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## **Sell Yourself Without Selling Out**

You have a personal brand whether you realize it or not. This keynote is based on the award winning book Sell Yourself and teaches you how to create, live, and sell your personal brand before you even open your mouth.

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## **Every Job is a Sales Job (Yes, Even Yours)**

A funny and fiery reminder that everyone's in sales, even if your title says otherwise.

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## **Leadership: Getting Buy-In Without Selling Out**

How real leaders use integrity and influence to lead.

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## **INpowerment Over Empowerment**

Silence self doubt and trust your own inner voice to lead you to the life you want.

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## **Permission Mission**

How to get out of your own way and live the life you want at work and in life.



# WAYS TO WORK WITH DR. CINDY



## **Keynotes & Conferences**

From Ballrooms to boardrooms,  
Dr. Cindy brings humor, heart, and hard truths.



## **Executive Coaching + Consulting**

Straight talk + strategy that transforms leaders and teams.



## **Podcast Guest + Media Collaborator**

High energy, sass and quotable.



## **Workshops + Retreats**

Where strategy and action meet to create transformation.





# WHAT PEOPLE ARE SAYING



**Dr. Cindy was outstanding! She exceeded our expectations and was one of our top 5 presentations from over 50 sessions.**

Our goal was to bring more diversity to our keynote speaker lineup for a 7,000+ global convention, and finding female keynote speakers to discuss Business and Sales was tough. Dr. Cindy was great to work with, collaborated with us in promoting the event, and delivered a highly engaging session on sales. Even tying in several of our branding points into her session. With several thousand people watching it, she was rated in the top 3 speakers in our event feedback survey, and her session was translated into 7 languages. I would gladly work with Cindy again. Total professional and content is actionable for attendees.



Dani Garcia Velazco, MSC, Seasoned Experiential Marketer & Global Director of Events, Building Physical and Virtual Events!



**Dr. Cindy spoke on how to advance your career with the mindset that “every job is a sales job”...**

Approximately 5,000 employees tuned in for her session. She provided a roadmap for participants on how to take control of their personal and professional success. Cindy was wonderful to work with. She was crisp, clear, and concise. Her follow-up and follow-through were impeccable. She quickly understood what we hoped she would deliver, and she customized her message based on what we thought would resonate most and be most meaningful to our audience. Dr. Cindy's approach is relatable and effective. She provided examples and tools to make her approach understandable and actionable. But most of all Dr. Cindy is authentic, funny, high-energy, and is clearly a subject matter expert on the mindset of “every job is a sales job.



Kenna Eilers, Learning & Development Program Manager, T-Mobile



**Dr. Cindy has been a sponsored speaker for internal and external events**

ranging from the Internal Women's Development Session about personal branding, as well as external events we sponsored with a season on sales and overall professional skill development. All the events were very successful, with positive feedback on content and engagement. I highly recommend Cindy. Her approach mixes simplicity with easy, actionable takeaways, creating measurable ROIs for the participants.



Kathleen S. Ellis, Senior Vice President, CNA International Solutions





# DR. CINDY WOULD LOVE TO BE YOUR SPEAKER

Ready to give your audience the skills  
(and sass) to sell themselves with confidence?

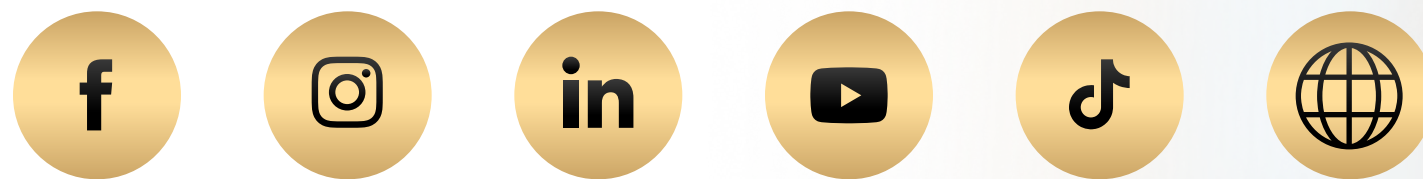
**Book Dr. Cindy today.**

✓ [DrCindy@DrCindy.com](mailto:DrCindy@DrCindy.com)

[BOOK DR. CINDY TO SPEAK →](#)



# LET'S CONNECT!



*Dr. Cindy*

