



SHIFT



Sheraton Mirage
Gold Coast
SEPT 11 – 13
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ABBIE WHITE
Founder, Sales Redefined

Abbie White is a mover and shaker and one of Australia's most dynamic sales experts.

With over 15 years of experience in sales and sales management, Abbie's proven track record includes assisting in the delivery of over \$500M in sales and specialising in the corporate IT sector.

Prior to founding Sales Redefined, Abbie was appointed as National Sales Manager at IBM, where she managed a \$100M AUD portfolio and successfully catapulted the ANZ region from the

lowest to highest performing, globally.

Abbie's radically fresh approach is based on modern (and proven) approaches to sales including online lead generation (sales funnels), high performance sales and customer-centric sales strategy and training.

Abbie's superpower is being the marriage counsellor for sales and marketing in order to deliver an astronomical ROI. Leveraging this superpower, she's achieved in excess of 2000% + ROI on lead generation campaigns for leading Tier 1 global corporation.