

# Patricia Watkins

Sales Growth Expert | Speaker | Best Selling Author | Sales Coach

## EXPAND Your Sales

Need to **accelerate your sales**?

Patricia shares 6 simple sales strategies you can put into play **today** to **increase sales**.

Patricia delivers research, real life stories, tips, templates and checklists to expand sales – that you can implement today! These 6 strategies made the difference between surviving and thriving pre-COVID and are **even more relevant today!**

The **Land and EXPAND** customer-focused sales strategies will increase your customer retention rates and accelerate your sales results with existing and new customers.

Harnessing even one of these strategies correctly will have a significant impact on expanding your sales. Embracing all 6 will have a profound impact on your top and bottom line.

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## Profile

Patricia is the Sales Growth Expert and Managing Partner at MORE SALES Advisors – an advisory group that works with companies who want to accelerate their sales results.

Patricia has extensive experience as an SVP and VP of Sales globally, in both startups in Silicon Valley and Fortune 500 companies including HP, AT&T, Teradata, and NCR. Patricia has built and led sales organizations from \$0 to over \$800 million in annual sales and transformed several sales teams from worst to first.

Patricia holds a BBA from the University of Texas at Austin and an MBA from Santa Clara University, both with honors.



## Speaker

Patricia's Most Popular Keynote Presentations, Seminars and Workshops include:

- ❑ Land and EXPAND – 6 Simple (Battle-tested) Strategies to Improve Your Company's Top and Bottom Line – TODAY!
- ❑ Expansion Revenue – Upsell and Cross-sell Workshop
- ❑ Referral Selling Workshop

## Contact Patricia Today

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## Bestselling Author

### **LAND AND EXPAND –**

*6 Simple Strategies To Grow Your Company's Top and Bottom Line*

### **DRIVING MORE SALES –**

*12 Essential Elements*

Amazon #1 Best Seller in 6 Categories

"...the keys to the sales "black box"...jam packed with practical insight..."

Mike Ruffolo, Chairman, Edgware AB

"...an excellent roadmap...A must-read for sales leaders in all industries."

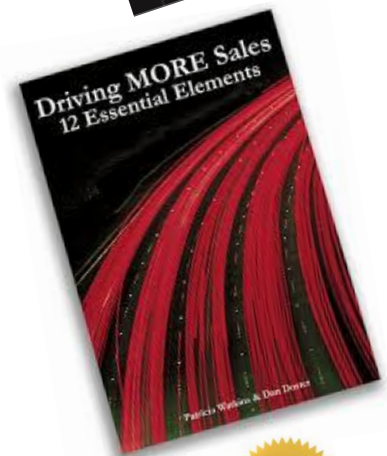
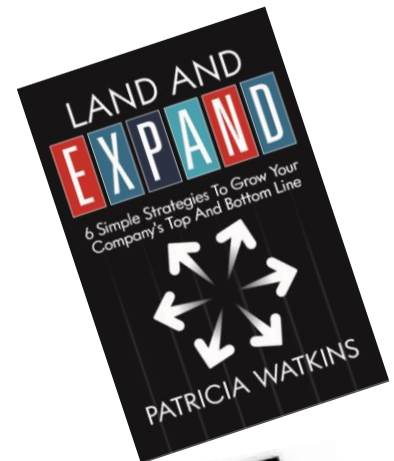
Bruce Dahlgren, CEO MetricStream

"This is the **best guide to customer retention and revenue expansion** I've seen recently."

Ernie von Simson, Cofounder The Research Board;  
Senior Partner, CIO Strategy Exchange (Retired)

"Excellent book...battle tested...proven path to drive sales results."

Dan Doster, Consultant, Entrepreneur,  
and Author of Relationships Matter



## Past Speaking Venues



PLUS