

ALANA NICOL

Alana is a sales and business development expert with extensive, diversified global sales experience. Alana is a results-driven professional skilled at growing businesses, developing winning sales leadership strategies and customer care best practices.

Alana began her career working for a leading global consumer products company SC Johnson & Sons as Team Leader/Packaging Engineer in research and development. She executed several new product launches and cost saving initiatives.

Known for her insight in the area of streamlining success, Alana joined Gerry Weinberg & Associates more than 16 years ago. Alana Nicol is currently the owner and President at Gerry Weinberg & Associates, the longest-running Sandler Training franchise in Michigan.



Alana helps clients increase productivity and profit by developing high performance behaviors, winning attitudes and superior sales and management techniques. Alana is a dynamic speaker and trainer who is never satisfied with status quo for herself or her clients.

Alana and Gerry Weinberg & Associates specialize in helping companies recruit top sales talent, develop sales processes, align sales strategies, and build highly effective sales teams.

A diehard sports enthusiast, Alana enjoys fitness and spending time with friends and family.

Gerry Weinberg & Associates is currently in their 27th year in the Sandler Training Business. GWA has been providing sales training, management, and leadership training to individuals and companies resulting in greater levels of personal and professional success.

Based in Southfield, Gerry Weinberg & Associates have trained hundreds of business professionals using a blend of personal experience and nationally proven sales training and leadership techniques. Our broad client base includes individuals, entrepreneurs and companies of all sizes in over 200 different industries and professions.

Gerry Weinberg and Associates is in the top 3% of all Sandler trainers in revenue. They have won numerous awards for their "Achievement of Excellence" including the prestigious David H. Sandler Award and the Sandler Training's Pinnacle Award, the highest performance-based award bestowed by Sandler.

Sandler Training is an international franchise and world leader in innovative sales and sales management training, currently operating in more than 200 training centers worldwide. For more than 40 years, Sandler has taught its distinctive, non-traditional selling system and highly effective sales training methodology.



Gerry Weinberg & Associates/Sandler Training, 248-353-4030

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Alana Nicol

Keynote Speaker and President of
Gerry Weinberg & Associates

Need A Speaker?

Are you looking for an energetic,
charismatic speaker for your next
event, meeting or workshop?

Look No Further!

Meet Alana

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practices. Alana helps clients increase productivity and profit by developing high performance behaviors, winning attitudes and superior sales and management techniques. Alana is a dynamic speaker and trainer who is never satisfied with status quo for herself or her clients. She has experience with many different industry's ranging from automotive, healthcare, insurance and manufacturing just to name a few. Alana's unique ability to create an engaging experience can be tailored for any industry.

Certifications and Accolades

Alana is a Sandler Certified Trainer, Certified Extended DISC Facilitator, Certified Objective Management Group Partner and The Devine Group Master Facilitator, a Sandler Conference Speaker and a multiple Sandler Pinnacle Award Winner.

MOST REQUESTED TOPICS

Whether you need a speaker for a weekly sales meeting, your annual kick-off, client appreciation event, association meeting, or you simply want to sharpen your team's skills, Alana will customize an experience specifically for your event.

DEVELOPMENT

- ◆ Effectively Communicate With People
- ◆ Using Social Selling To Grow Your Business
- ◆ Crafting Your Brand As A Trusted Advisor
- ◆ 7 Steps to Greater Selling Success
- ◆ Sharpen Your Strategic Plan To Achieve Measurable Results

SALES

- ◆ 10 Reasons Why Sales People Fail & What To Do About It
- ◆ Break The Rules, Close More Sales
- ◆ Building An Accurate Forecast
- ◆ 7 Deadly Sins of Sales
- ◆ The Buyer/Seller Dance

LEADERSHIP

- ◆ Building an "A Level" Sales Team
- ◆ Hiring and Onboarding Top Talent
- ◆ Creating A Culture of Accountability
- ◆ Was It Really A Bad Hire?
- ◆ Lead, Direct and Coach Employees To Perform at Optimum Levels

To Book Alana Nicol for your next meeting or event

Call 248.353.4030 x 226

Or email ANicol@sandler.com

