

# Lisa Copeland

## Former Fiat Dealership Principle, Award-Winning Sales Strategist, Top 100 Women in Auto Industry

Please contact a GDA agent for information.

### Topics

- Branding / Marketing
- Business
- Entrepreneur
- Peak Performance
- Sales



### About Lisa Copeland

With over 25 years of proven success, **Lisa Copeland** is a dedicated pioneer in the field of automotive sales and brand strategy, as well as one of the most prominent faces in the automotive industry. Named among the “Top 100 Women in the Automotive Industry” in 2015 by Automotive News, Copeland has dedicated her career to revolutionizing the automotive industry while using her trailblazing example to empower women to pursue their truest form of success.

In 2016, Copeland sold her award-winning dealership in order to pursue her passion for leading a team that is committed to transforming businesses while promoting corporate civility and winning cultures. Copeland joined the executive team of EBW2020 (Empowering a Billion Women by 2020) as CMO where she is continually dedicated to promoting the full economic potential of women across the globe through financial education and technology.

Copeland is also the co-founder of Women Impacting the Nation, a nonprofit organization that is dedicated to advancing leadership roles for women. In 2012, the Girl Scouts CTX named her among many other “Women of Distinction.” As the creator of BuyingCarsHerWay.com, she is committed to empowering women consumers.

Copeland served four years on the FCA National Dealer Council and was named one of the Five Most Powerful Women in Austin by the Austin Business Journal in 2012. Copeland and her team were the first FIAT retailer to break the NAFTA sales record by selling more than 100 new FIAT 500’s in one month. That impressive record earned Lisa and her team a visit by FCA Chairman Sergio Marchionne.

In 2015, Copeland and FIAT of Austin earned FCA’s highest honor, “The Walter P. Chrysler” Award for sales and service excellence. With passion and expertise in sales and marketing, her success story has been featured in prominent publications including the Wall Street Journal, the New York Times, Marie Claire, and Automotive News.

Copeland has keynoted at many events including Texas Women’s Conference, Automotive Leadership Round Table, Digital Dealer, NADA, and her personal favorite, the inaugural Women in Automotive Conference in 2015. With extensive knowledge of hiring, training and retaining diverse candidates, Copeland/FIAT of Austin earned recognition as #6 Best Workplace in North America by Automotive News in 2013 and 2015. In 2014, Northwood University named Copeland “Outstanding Business Leader 2014.”

### Select Keynotes

- **Authentic Leadership: Leading through Change, Challenge and Chaos**

In this keynote, Lisa Copeland discusses her six components for success. Lisa used these six proven principles when she relaunched the automotive brand FIAT to the United States. Her team was ‘mission-driven’ the result was, that in the lands of trucks and SUV’s her team broke the world sales record with a microcar.

Lisa will give practical applications to start using TODAY, that you can bring back to your teams. Whether you’re an entrepreneur or a Fortune 500, these principles are a proven success track. This keynote is perfect for senior management, teams struggling with forward momentum, managers of under-performing sales groups, entrepreneurs, and sales professionals.

The audience will leave with:

- Knowledge on how to: identify ideal clients and learn what they really need; segment markets to make prospecting and selling more efficient; and create a powerful selling message that speaks to the head and heart.

- ◊ Learn strategies to grow and increase ROI.
- ◊ Proven strategies on how to engage customers and grow your bottom line!

### • **Crushing Mediocrity: 10 Ways to Rise Above the Status Quo**

Leaders will understand how to accelerate actionable change in the most challenging environment, while sales teams will learn 10 actionable ways to truly "Crush Mediocrity" in their life and career.

Lisa Copeland has personally led teams that broke world sales records and achieved success in the automotive industry. Today, she shares her knowledge and proven techniques in her high energy, encouraging and motivating keynote presentation!

This program, which is based on Lisa's best-selling book of the same title, teaches leaders and sales teams how to accelerate actionable change even in the most challenging environment. This program is perfect for: senior management, teams struggling with forward momentum, managers of underperforming sales groups, entrepreneurs, and sales professionals.

The audience will leave with:

The Belief Factor-

- ◊ Customer Centric Team
- ◊ Developing Agility
- ◊ Root For Each Other
- ◊ Becoming Accountable
- ◊ Developing your legacy

### • **Purpose Plus People Equals Profits**

Lisa Copeland teaches sales organizations about Purpose + People = Profits. Her proven formula for success outlines how high-performance organizations deliver extraordinary sales results by creating a "Sold-Out" culture where people believe that what they do matters. Increased employee engagement, retention and ROI are the proof.

During her keynote, Lisa explores what she believes is the "secret sauce" that businesses are looking for today. This program is perfect for: senior management, teams struggling with forward momentum, sales professionals, entrepreneurs, and CEO/C-Suite.

The audience will leave with:

- ◊ Lisa's six components for success.
- ◊ A better understanding of how to root out the competition and build a winning strategy that will guarantee success.
- ◊ Walk away with new ways to differentiate your business from the competition using your business's strengths and unique value.

### • **The Art Of The Big Sell: Stop Selling Start Mobilizing**

Every company that wants to differentiate, retain talent, and retain customers must build a movement from which they can draw power. By doing so, you will not only attract and retain customers for life, but you will also reap the benefits of becoming the benchmark within your industry.

In this keynote, Lisa teaches attendees that "It isn't what you sell, it's what you stand for." By following this, your company or product will have staying power because your customers are now buying the movement. The product is secondary. This program is perfect for: senior management, teams struggling with forward momentum, and managers of under-performing sales groups?.

The audience will leave with:

- ◊ This keynote will leave your audience ready to take on the world!
- ◊ Learn how to create a movement. With a movement behind you, recovering from a mistake is much easier.
- ◊ Learn how to stand out among the competition.

## **Select Testimonials**

"As a morning keynote speaker for the recent Austin Women's Conference & Show, Lisa provided a fresh perspective for women navigating today's business environment. Her years of successful work in the automotive field coupled with her unique viewpoint as an active woman's advocate, provided our conference attendees a valuable and thought-provoking experience. Lisa's energy, innovative ideas and captivating communication style make her a stand-out in Austin's star-studded entrepreneurial community."

— *American Statesman*

“Lisa is also an incredible salesperson herself, an excellent manager and a dynamic leader, and what she and her team have achieved at the Fiat of Austin store is unprecedented. There’s no question that Lisa helps inspire the enthusiasm ...”

– *Chairman Of The Board - FIAT/Chrysler Automobiles*

“Phenomenal! Lisa brought a unique style and candor to our group of aspiring female leaders. She was open, honest and frank which really touched our group. We had countless women stay following the program wanting to talk with her, get her autograph and take a photo. We received nothing but positive feedback, and personally, I left feeling inspired!”

– *SAP American, Inc.*

“I’ve never seen someone engage an audience like Lisa Copeland. It isn’t easy to get 500+ women to settle down at a luncheon, but Lisa captivated and inspired the crowd from hello. Humor, passion and inspiration are what you can expect from this superb speaker. I would have her keynote all of my events if I could!”

– *Women's Magazine*