

Tiffanie Z. Lyon, MBA Biography



Tiffanie Z. Lyon, MBA is the Founder and President of Lyon Sales Institute, LLC. Her company's mission is to provide knowledge transfer and inspiration for non-traditional salespeople seeking to enhance their selling skills and sales-confidence, through non-threatening and informative keynote speeches, seminars and educational products.

She has over 18 years of sales and business experience spanning several industries. Her sales experience includes field sales, inside sales, sales management and sales training. She's also worked in the marketing department of an international law firm where she took her business development training "road show" across the country. She has taught *Principles of Management* and *Selling & Sales Techniques* at the college level and continues to work closely with community colleges, chambers of commerce and small business development centers.

Tiffanie's philosophy is EVERYBODY SELLS!™ and the sales process doesn't have to be scary, manipulative or un-natural to one's personality and business style. She specifically caters to people who don't know how to sell, don't like to sell and frankly don't want to sell, yet they can influence a sale. Tiffanie calls them, "**Non-Traditional Salespeople**". These people may be top executives, middle management, front-line staff and professionals such as consultants, attorneys and accountants.

Tiffanie is well traveled and appreciative of culture and diversity. She has been to several European countries for extended periods of time and those experiences give her the ability to facilitate dialog, adapt to diverse audiences and engage even the most reluctant seminar participant—all in a fun and informative way.

Dedicated to adult learners, she's published a fun sales tip booklet, "*BriefcaseBuddy™ for Selling: 26 Tips to Get Organized and Motivated to Sell!*" and her first book will be available late 2007, "*Sales" is NOT a Dirty Word; THE Inspirational Selling Guide for Non-Traditional Salespeople.*"

Tiffanie received her B.S in Sociology from Frostburg University in Frostburg, MD and her MBA from the University of Massachusetts at Amherst. She's an active member with the National Speakers Association, Toastmasters International and the Institute for Management Consultants. She and her family reside in Southeastern Louisiana.