



# Shanna Kabatznick

Are You Ready to Energize, Engage,  
and Elevate Your FAB Women?

***What are the business relationships your audience needs to succeed?***

***Do you believe confidence matters in leadership and sales?***

***Are your sales women surpassing their goals?***

A top producer in her field, Shanna was the rare Latina in the Million Dollar Round Table (MDRT), Women Leaders' Symposium and many other leadership conferences, who continuously broke records in sales and customer engagement. Shanna specializes in working with organizations and teams in the insurance, banking, and financial services industries. Her high energy and magnetic personality create an environment where attendees will feel not only connected but motivated and educated. She has been featured in CBS6 Virginia This Morning, ABC 8 News (WRIC). Sonabank POWER Plug Podcasts, Take the Lead podcast, and many others. Shanna recently released her book "Master the Art of Connecting- 30 tips to Authentic Conversations"



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## TESTIMONIALS

I hired Shanna to be a speaker at my Virtual Power Women Gathering annual conference. Shanna was our first speaker, and she spoke on connections, networking, and the power of questions to connect. I highly recommend using Shanna's brilliance and program for your event.

**Pegine Echevarria, MSW, CSP**  
Power Women Gathering, Power Women World Wide

Shanna was such a pleasure to work with! She spoke at our annual Home-based Business Conference that had 175+ attendees. Her session was so well attended that it was standing room only. The attendees gave her rave reviews, saying they loved how she got them up and moving and fully engaged in the topic.

**Melissa Davidson**  
Senior Economic Development, Marketing, &  
Business Retention Professional

Shanna had participants talking, laughing, and sharing their stories, which in turn created a fun synergy amongst them. At the end of the event, many were exchanging phone numbers and making plans to meet.

**Melvyn Smith**  
Director of Diversity and Inclusion Genworth

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804-363-8280 | SHANNA@SHANNAK.COM | SHANNAK.COM



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### FAB Women Connect Cross-Culturally How to Share Stories that Matter

In this engaging, hands-on workshop, Shanna will share powerfully effective tools to improve internal communication within a culturally diverse organization. Participants will engage in authentic questioning, learn how to modify and adapt communication styles, and cultivate a real desire to appreciate each other's similarities and differences.

**This workshop communicates:**

- **The positive impact of embracing cross-cultural diversity**
- **Simple tools that facilitate authentic connections**
- **Specific ways to modify communication styles based on the cultural makeup of the organization**

Participants will walk away understanding how their own diversity impacts others. They have new appreciation for the uniqueness each person brings to the organization.



### Own the FAB woman in YOU

As women leaders, we face unique challenges in business. We are more than capable of high-level performance and often outperform our male counterparts. Conquer self-doubt and the inner voice that challenges you along the way.

**This presentation will motivate women to:**

- **Stand up and own their power**
- **Silence the inner voice that sabotages success**
- **Boldly embrace their purpose**

Women will leave feeling engaged, inspired, and energized. This presentation is ideal for women in a male-driven industry



### Connecting is the New Networking: Building Relationships that matter

Are people coming out to your events, only to sit by themselves as they wait for the speaker? Do they play on their phones during coffee and lunch breaks? Do you sometimes feel like they're doing everything they can to avoid networking?

**In this presentation, attendees will learn:**

- **Easy conversation starters to overcome fear, even in a room full of strangers**
- **How to leave any event with strong, new, business connections**
- **How to pivot from networking to connecting**

Participants will leave feeling a new level of connection with other attendees and eager to start a follow-up conversation.



### The Art of Connecting for Authentic Sales Conversations

The most successful business development and sales professionals today know how to create connections. They have an authentic desire to understand what someone really needs. They provide real solutions to solve their clients' biggest problems.

**This event teaches participants how to:**

- **Create trustworthy relationships with prospects**
- **Handle objections well**
- **Know when the time is right to close the sale**

Attendees will leave with newfound motivation and a real-world plan for how to engage in authentic, effective sales conversations.

