

About Denise S. Bennett

“Inspiring.” “Dynamic.” “Refreshing.” These are words not usually associated with financial presenters, especially in these unprecedented economic times. But Denise S. Bennett is no ordinary speaker.

With a financial career spanning 30 years, Bennett brings an unmatched perspective—combining business strategy, market savvy and commercial lending expertise to help business owners and individuals build and sustain long-term prosperity.

As a business advisor, Bennett dispenses practical advice and management strategies. As a former banker, Bennett offers an insider’s view of the commercial financial industry. As a community leader, Bennett demonstrates how a genuine passion for helping others can translate into business success. Her warm, straightforward style wraps this broad knowledge into presentations that both engage and educate.

Bennett’s speaking topics range from understanding the secrets of loan approval to demystifying credit scores, negotiating the best deals to developing business habits that ensure long-term prosperity. She has spoken to diverse audiences, highlighting how each person has the power to define and realize his or her financial vision.

Bennett is a contributing author to the anthology, [Fantastic Customer Service: Inside and Out](#), a featured columnist in *Women’s Edge* magazine and author of an in-progress book about the commercial lending industry. She is also a certified member of The National Speakers Association (NSA), the leading organization for professional speakers.



Speaking Topics: For Business Leaders

Customer Service

Sow Seeds by Serving Others: Customer Service as Revenue Generation

Don't just go through the motions. Turn customer service practices into sales tools. Bennett's experience as a business owner will guide you to build a culture of fantastic customer service—and the foundation for long-term profitability.

Negotiating and Closing Deals

Close to the Vest: Seven Secrets Bankers Don't Want You to Know

Get the insider's guide to loan approval. Bennett draws from 30 years in the financial industry—including a career with some of the nation's top banks—to reveal bankers' requirements and rationale for their commercial credit decisions.

Unlock the Vault: How to Secure Capital in Tough Times

Even during this economic downturn, deals are being made. But the rules have changed. Bennett reveals new risk tolerance, underwriting and credit module requirements, and negotiation tactics so you can come out on top!

Don't Sign Yet! Hidden Pitfalls in Your Commitment Letter.

Read between the lines. Bennett provides hands-on guidance for navigating your lender's contractual agreements: what to look for, what to avoid and, most importantly, what to ask.

Networking and Sales

Relationships to Revenue: Boost your Networking Impact

"Networking" is a popular buzzword in the professional and sales industry, but is it effective in generating revenue? Bennett shares proven strategies to move you past the "meet-and-greet" stage so you can build relationships that feed your business. Learn how to assess networking opportunities, optimize your time and turn contacts into clients.

Turn Visions into Profits: For Sales Team Leaders

You likely have a vision for yourself and your sales team. But can you articulate and implement it? Bennett guides participants to clarify their vision in a way that inspires sales staff and builds revenue. Learn how to take your ideas from paper to actionable strategies and bottom-line results.

Think to Win: Developing a Profitability Mindset

Want to positively impact profits? Start with yourself. This hands-on session asks sales leaders to take a closer look at their own sales profile, assessing factors such as motivation, attitudes and skills. Bennett will help you apply this newfound perspective to modify your thinking and generate more revenue.

Testimonials: What People are Saying

“When Denise speaks, it is inspirational. She is not only an expert in sales and business strategy but also a role model and mentor. She openly talked about her experience “breaking through the ceiling,” learning to self-promote and recognizing the worth of her own time. Denise is really a jewel.”

—*Barbara Kingrey, WIN (Women in Networking) of Wake Forest*

“Denise is a rare speaker who has both a remarkable base of knowledge and the ability to hold people’s interest. It’s a true gift.”

—*Lynn Walker, North Carolina Treasury Management Association (NCTMA)*

“Since Denise spoke with our organization, several staff members have mentioned using ideas directly from her presentation in their jobs. Her time and energy have helped us improve our “public persona,” which I’m sure will translate into greater success in reaching our mission.”

—*Tiffany Armstrong, Leukemia and Lymphoma Society of Eastern North Carolina*

“Denise’s comments were perfect and just what we needed to hear! It was great to have her provide a different perspective and inspiration for our bankers. During our follow-up meeting, we were able to reference several of her comments in other parts of the agenda. Denise is an incredible partner.”

— *John D. Messick, II, Senior Vice President and Triangle Business Banking Manager, Wachovia Bank, a Wells Fargo Company*