

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 personal journey—from trailblazer in the commercial banking industry to owner of multiple companies—fuels her dedication to other women in business. She has been recognized with numerous awards including Business Leader Women Extraordinaire, YWCA’s Academy of Women, Triangle Business Journal Women in Business, NC Distinguished Women (nominee), and most recently as a finalist in the “Make Mine a Million” business growth program for top female entrepreneurs from North and South Carolina.

Bennett offers a series of programs tailored to the particular needs of women in business, designed to build knowledge, skills and confidence. Her 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.

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 Women in Business

Professional Development

Poise, Presence, Power: Developing your Executive Persona

How do you get to the C-suite? Act like you belong there. Refine your professional skills, from speaking eloquence to networking to negotiating. Bennett draws from her 30-year career as a woman business leader to deliver advice and build executive skills.

Customer Service

Women's Secret Weapon: The Customer Service Advantage

Women tend to encourage teamwork, harmony and personal relationships—the perfect recipe for a customer-driven culture. Learn how making connections with peers and customers can lead to business and profit growth.

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 bank's contractual agreements: what to look for, what to avoid and, most importantly, what to ask.

Networking and Sales

Stop Socializing and Start Networking: Relationships to Revenue

"Networking" is a popular buzzword in the professional and sales industry, but is it time well spent? 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.

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*