



“Our members are demanding to know when we will bring you back! This will be our third conference and you are the only speaker we have invited to all three Without you on the program, our members would probably walk out in protest!”

- Penny Pompei, Executive Director, National Women's Business Center



SPEAKING TOPICS

- Are you missing the multi-trillion dollar women's business market?
- Do you want to become part of the 5% of women business owners who generate more than \$1 million in annual revenue?
- Does your corporation want better results from its Certified-Women-Owned business sector?

MULTI-MILLION WOMAN

Mary Cantando, author of *THE WOMAN'S ADVANTAGE: 20 Women Entrepreneurs Show You What it Takes to Grow Your Business*, is an entrepreneurial executive who, since 1989, has become a recognized authority on women's business initiatives. Cantando is a respected sales and marketing expert – having personally closed sales of up to \$50M – who serves as a facilitator for the Women Presidents' Organization, sits on the advisory board of *Enterprising Women* magazine, and serves on the National Forum of the Women's Business Enterprise National Council.

“Women are not on the rise. They have already risen...(Mary Cantando guides) every man trying to do business with them.”

– Jeffrey Gitomer, President, BUYGitomer

Through her extensive involvement in national organizations that support the growth and success of women business owners, Cantando has developed a powerful network of key forward-thinkers and industry experts whom she draws upon when she advises the emerging woman entrepreneur as well as the underperforming corporate sales force trying to capture this market. She is often called on as a resource by media outlets such as *The Wall Street Journal*, *Entrepreneur Magazine* and *Fast*. Whether you are a woman running your own business or a business selling to women, the advice and wisdom provided by Cantando is invaluable.

“Mary truly understands the marketplace power of women business owners and how they are different from other target markets. Her ability to speak to this and make a difference in business makes her an important corporate ally.”

– Sherry Essig, President, Priority Ventures Group

MAKING MILLIONS

The Woman's Advantage shows you how to harness often-overlooked resources—certification, referrals, and mentorship—and achieve lasting

rewards by learning the lessons of top women entrepreneurs. The women featured, all owners of multimillion-dollar (and billion-dollar) companies, each started out small and grew their businesses through smart choices and by connecting with the right networks. Their hard-earned experiences offer a wealth of insights, including ideas on how to, position your business for breakthroughs; network to develop powerful alliances, partners, and mentors; and enhance your business success by maintaining a positive attitude, remaining healthy, and managing stress among many others. This book is a guaranteed must for women searching to make their millions (or billions)!

Folio Literary Management, LLC

505 8th Ave Suite 603 | New York, NY 10018 | Main: 212.400.1494 Fax: 212.967.0977

Contact: Patty@foliolit.com