



JESSICA ALLEN

SALES STRATEGIST. PROCESS QUEEN. NOT FOR EVERYONE.

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WHY ME?

Because the last event you went to was... well... mid. Another “expert” talking at you for 45 minutes about sales hacks they pulled off Google. We don’t do that here. I’m the person you bring in when you want someone who’s lived it, fixed it, built it, and rebuilt it. Operations? Done it. Onboarding? Built it. Customer experience? Obsessed with it. Retention, sales, marketing? Yep...all in my wheelhouse. I bring stories. I bring science. I bring strategy. You know that unicorn you write about on your job descriptions? Well, that might be me. But in a dose that will bring hella value and not cost you an arm and a leg. And I make people laugh while learning things that actually change their business. Honestly? If the vibes are immaculate... we’re probably becoming friends by the end. ❤️😂

WHAT DO I TALK ABOUT

I talk about the stuff everyone wishes someone would say out loud on stage... and then actually teaches people what to do with it. Most of my talks were born from real-life experience, the kind that only happens when you’ve run operations, onboarding, customer experience, retention, AND sales. (Yes, I’ve done it all. No, I didn’t sleep much in my 20s. 😂❤️)

🔥 **BYE BYE BYE Bad Customers:** That Money Isn't Worth The Drama. How to identify patterns in business, build boundaries and choose better clients for your small business.

🔥 **Stop FOCCing Around (or FODO).** Stop Fear Of Cold Calling (F.O.C.C) RIGHT in its tracks. No more Fear Of Dialing Out (F.O.D.O). Either way, we're going to have a fun time. Edited for sensitive ears or not.

🔥 **90 Minute Slay Sesh:** An interactive workshop for business owners, founders, and small teams. Fully customized to your business challenges. We're gonna focus on solving your revenue problem.

🔥 **Level Up Your Retention Strategy:** Creative ways to capture your ideal client, delight them, close them, and retain them for the long run. Great for small businesses and CX teams.

🔥 **Un-criinge Your Sales:** Nobody wants to be sold to like the used car guy from 1982. Jessica will walk you through how to create meaningful and on brand experiences through contact marketing, fun outreach, and messaging and sales motions that attract the right type of client for your business. Oh yeah, and you'll have hella fun doing it.

🔥 **Did We Just Become Friends?!** Onboarding experiences that help your business build better business, better margins, and better retention

❤️ **FULLY CUSTOM WORKSHOPS** (AKA: THE BIG SLAY) Sometimes you don’t need a keynote — you need a transformation. That’s when I bring in the big guns: my team of super-smart, ridiculously talented friends who can come onsite and build an interactive multi-day experience tailored to your business. **Topics: sales, customer experience, onboarding, leadership, storytelling, sales + ops alignment, contact marketing, customer retention, your favorite *FILL IN THE BLANK*.** I’m down for whatever.



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Austin, TX

SKILLS: LET ME SHOW YA

Revenue Growth Guru: Ask me how I got to pitch T-Mobile a 80K MRR deal, when the average deal was 5k. All in under 90 days. I've helped customers create offers that started at 300% more than typical monthly recurring revenue.

Trust Builder Extraordinaire

I don't sell products—I solve problems. I've spent over 15 years mastering the art of meaningful follow-ups and genuine interactions, helping clients feel seen and valued. Results? Introductions & referrals = \$

I can do my own thing: I consider this a skill. In small and lean companies you've got to have the chops to jump in and solve problems. I'm resourceful and scrappy: but love a great high margin offer.

I think outside of the box and kinda live there too:

Early in my career I was the youngest district manager in the nation at a young 23. Even though the leadership doubted I could do it, I ended up having the most successful district and managed a book of 500K in monthly revenue. I ended my time there training other peers how to run their districts better.

STREET CRED: BECAUSE I'VE DONE COOL STUFF

FOUNDER & CHIEF STRATEGIST,
#90DAYSTOSLAY

DIRECTOR | RAAS AT THE SALES
REBELLION

FOUNDER | MOVIES & WORKISH
SALES & MARKETING | MSP

DIRECTOR OF OPERATIONS

Strategic Offer Creator: One time, not long ago, I created a onboarding experience that went from \$0 to \$10k within a year. Oh yeah, with a close rate into monthly services of over 90%.

Being Different & Delightful: One summer I created a networking group where we met at the movies and networked. Why? Because building your funnel and pipeline should be an experience. And Fun. Nailed it.

Sales & Customer Retention With A SOUL: My career started as a operations director. I've been selling professionally for 8 years. I don't over promise and underdeliver. Ever.

Chaos Corrector: My trauma response is finding solutions. I've crafted that into a career to serve others. Proven ability to jump into chaotic situations, identify solutions, and create sustainable strategies. Built a business from scratch using sheer grit and skill.

Data Driven Connector: I help clients find their voice on a regular basis using aggregated data. Sometimes I do this by looking at reports: sometimes by listening to their story. There are data points that exist within your business: I put them together to tell a revenue story.

STARTUP CO-FOUNDER THAT RAISED 500K IN 3 MONTHS (TEMP TATTOOS THAT SHOWED YOUR FEVER)

SALES OPERATIONS AND CLIENT EXPERIENCE
MANAGER | MANAGED SERVICE PROVIDER

DIRECTOR OF OPERATIONS & HR | PLANET
FITNESS FRANCHISE

AGENCY DIRECTOR | ASSISTED LIVING/IN HOME
CARE