

## *Special Endorsement from*

# LESLIE STANDLEE

One of my best friends once told her mom, “Mom I know you love me and all, but Leslie Standlee’s mom REAAAAALLLY loves her”. For all 38 years I’ve known Beth Standlee, she’s been a **relentless encourager, a thoughtful teacher, and an embodiment of FUN**. Mom’s energy is like no other, and every time I thought I couldn’t do something - she was there not only to remind me that I could, but that I would do it better than anyone else.

At a very young age, I learned from my mom what the **power of sales could do to shape someone’s life** and perspective. I couldn’t have been much more than 6 or 7 when my mom took my sister and I to the mall because we had some new allowance money. The sales girl would only interact with my mom and wouldn’t give the smaller humans the time of day. I vividly remember mom stopping the young woman and saying, “These girls are the important ones here - they have the money. Ask them what they are looking for.” From then on, I learned that **the experience of sales is about that human connection** no matter how old or young you are.

Because of the choices my mom made at a very young age to pursue a career in sales, I’ve lived a life I would have not ever been able to imagine. Growing up, I had the chance to play every sport, join every club, and have the **love and support** of parents who helped me become a top academic achiever. I got to go to college and leave with zero debt and was immediately placed in a top management trainee program at Bank of America because of the confidence and encouragement of my parents. I went on to become an executive by the age of 30, got a chance to travel the world, and obtained a salary I never thought possible. Fifteen years into my career I decided to take what seemed like a seismic shift from operations/program management into sales—all because I knew I had the access to the best coach there is. My mom was so excited and said, “NOW I ACTUALLY KNOW WHAT YOU DO!”. **Now, a year into sales, I’m leading a team responsible for driving over 5MM in revenue** in a growing company all because my mom set the foundation in me before I could walk.

No matter what, **you’re always selling something**. Whether it’s where you are going to have dinner with friends, negotiating a new salary, or getting a kiddo to go to bed - **these skills will live with you for a lifetime**. Congrats on finding your way to my mom, and I can’t wait for her to **inspire your life** in the way she’s shaped mine.