

BEVERLY FLAXINGTON, MBA

THE HUMAN BEHAVIOR COACH



Beverly co-founded The Collaborative to serve the business development and organizational needs of financial services firms. She holds two patents on practice management programs she created for one of the world's largest mutual fund companies. The Collaborative created and launched The Advisors Sales Academy which offers live hands-on tools for financial advisors and professionals.

Beverly has developed numerous trademarked processes to help teams accomplish their goals including the SHIFT Model®, The Five Secrets to Successful Selling® and The Six Keys to Confident Presenting®. She is a regular blogger for Psychology Today online and writes a weekly column called "Ask Bev" for Advisor Perspectives magazine dealing with team related issues in the investment industry.

Beverly has spent her career in the investment industry including roles in banking, institutional sales and institutional investment product development. She is a three-time bestselling and Gold award winning author. Her books include *Understanding Other People: The Five Secrets to Human Behavior*, which won the gold award from Readers Favorite and has revolutionized communication in businesses. The American Entrepreneur called it, "One of the hottest business books in the market today". *Make the Shift: The Proven Five-Step Plan to Success for Corporate Teams* used as required reading in the Leadership & Social Responsibility course at Suffolk University. *The Pocket Guide to Sales for Financial Advisors* became the #1 bestselling sales book on Amazon in its first week of release.

She is widely known as a human behavior and communication expert, financial and investment guru, leadership and executive coach, trainer and instructional designer, marketing and sales expert and expert facilitator. In addition to her consulting work, Bev is a Certified Hypnotherapist and Hypnotherapy Trainer, Certified Behavioral Analyst and Certified Values Analyst. She has been a Lecturer at Suffolk University since 2008 teaching Leadership and Social Responsibility, Dealing with Difficult People, and Entrepreneurship 101. Bev has been featured in the Wall Street Journal, the Financial Planning Association's Solution Magazine, Investment News, and many others.