



# From Start-Up to Success

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Shari Levitin's Journey and  
Company Growth

**shari.**

1968



At six years old Shari puts on **magic shows** for the neighborhood and makes big bucks selling **fudgsicles**

# 1980



With a little help from her Dad, Shari launches her **first business** in the back of a record store: **Skate of Mind**, one of the first skate rental shops in Boulder Colorado

1984

Shari **lands a job as an OPC** in Lake Dillon Colorado. She **breaks all records** generating leads on roller skates for the Spinnaker timeshare resort



**EMPLOYMENT**

Director of Resource Management

\$7,134 - \$11,772/month Plus Excellent Benefits

Take charge of the budget, operational support, and financial management of the Seattle Department of Transportation's operating budget. Join the executive staff and advise the Director, Deputy Director, and the City's Department of Finance. Lead the budgeting process including presentation to City Council. ... In addition to high-level finance and management experience, this job requires excellent oral and written communication and presentation skills and the ability to influence and work collegially with others outside span of authority. For a full job description, complete job requirements, and an Online Application Form, visit [www.seattle.gov/jobs](http://www.seattle.gov/jobs) by 2/3/09. The City of Seattle is an Equal Opportunity Employer that values diversity in

Summer Resort Job. Earn \$250 per day! Apply by calling 555-1234

**EMPLOYMENT**

Support & Supervise resource union pol- nster ith 7 r nmt nmt 3 yrs knowl- nment great ply at w.solid-

**NOTICE**

KCHA will accept Proposals from Qualified General Contractors/Construction Managers (GC/CM) for the Sewer Project as the Valli Kee Apartments. Please see the KCHA Website for details at [www.kcha.org](http://www.kcha.org).

KCHA will accept Proposals from Qualified Firms for the Noise Assessment Services Term Contract. Please see the KCHA Website for details at [www.kcha.org](http://www.kcha.org).

**SERVICES**

Computer TUNE UP \$59 removes virus, spam, speed up performance. Call 206.380.0375. Visit us at 407 26th Avenue & Jackson.

**ENGLISH WRITING HELP**

Do you need help writing in English -- filling out forms, writing applications, and letters? Call 206 448 6206; email [writenow2009@hotmail.com](mailto:writenow2009@hotmail.com) Reasonable rates.

**FOR RENT**

\$9000 / 6433 sq ft - newer building across from park - 6181 sq ft in 1 floor. 3rd FL of 6 yr old building, Chinatown/ Int'l Dist. New facility + kitchen area. Call George 206-223-0623 or [george@minoritypublishing.com](mailto:george@minoritypublishing.com).



1992



**Marriott hires Shari**  
as a new salesperson.  
Shari takes the **award**  
**for top seller** in all of  
Marriott **shattering**  
**records worldwide.**

**shari.**

1994

# VACATION OWNERSHIP WORLD

The industry's source for the news and trends shaping vacation ownership

March/April 2003

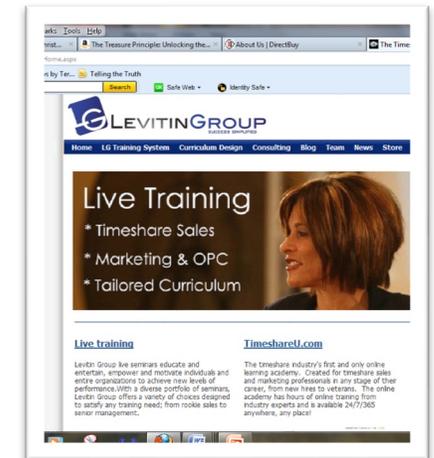
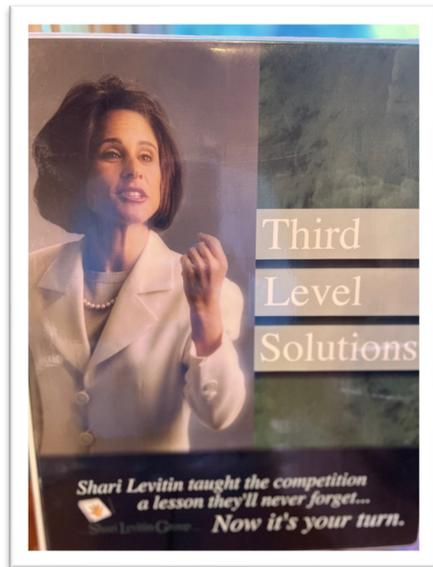


Shari is **promoted to VP of Sales and Marketing** and leads the team to **win the Top Timeshare Resort** in the World as seen in **Vacation Ownership Magazine**

**shari.**

1997

Shari is the **founder and CEO** of the first ever **Timeshare Training** company including tools for ongoing training of sellers and managers including **Manager toolboxes, audio cassettes, and ultimately DVDs' s** and **iPod**: Shari and her growing team receive praise for her focus on **ethics** and **consumer-centric** selling



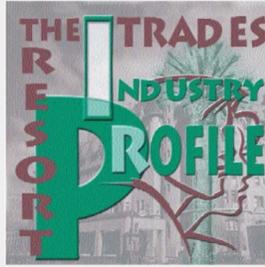
shari.

# SLG Training Became the Windows Operating System for the Industry



# A Passion for Training:

Shari Levitin brings  
integrity to the industry



Some people would say that Shari Levitin was born to be a successful salesperson. She herself would probably be the first to agree. From the earliest age that she can remember, Shari was the neighborhood entrepreneur, marketing ice cream bars and lemonade to her friends and scheduling live events and magic shows to bring people to her backyard.

Today, she has taken the same lessons learned from her early days and applied them to the timeshare industry, creating the most successful timeshare training company in the world, and helping to boost the integrity of the timeshare industry while boosting the profits of developers around the world.

## Background

Born in San Francisco, Levitin is the daughter of Lloyd and Sonia Levitin. Her mother, a Holocaust survivor, is the author of over 30 young adult books that stress feelings of identity for Jewish youth. Her father is a former CFO for a southern California gas company. Her only brother, Dan, is a professor of Psychology at McGill University, and her uncle Jerry Levitin, a former travel writer, owns and operates the award-winning Inn at Sunrise Point in Camden, Maine.

"I have always been a very active person," Levitin explains. "In high school, I served as both Vice President and President of the student body, and I was also very active in drama. I had a real passion for the theatre."

Levitin's dedication to theatre won her numerous awards for her talent, including for her performance as Kate in William Shakespeare's *The Taming of the Shrew*.

"Although I was interested in many different activities, my true passion was for political science and the law," says Levitin. She settled on a pre-law major at The University of Colorado and completed her four year course in 1984 in preparation for attending law school the following year.

"Like many students, I planned to take some time off before going back to school," explains Levitin. "I started looking for a summer job - one where I could earn a good wage and still enjoy myself a bit."

She answered an ad in the paper that read:

## FOXY LADIES!

Summer resort job.  
Earn \$400-600. No  
experience necessary.  
Contact Mr. Lane.

"It sounded perfect. Unbeknownst to me, it was an OPC job," says Levitin. "Not that I knew what an OPC was at that time, or timeshare for that matter. I had never heard of any of it when I applied for that job."

Levitin went to the Lake Dillon resort for what would be a truly strange interview.

"It went something like this:

Him: "Do you have roller skates?"

Me: "Yeah, I'm from California, I've got roller skates."

Him: "Can you wear this shirt?"  
(The shirt says 'Tourist Information')

Me: "Yes"

Him: "Do you have a dog?"

Me: "What kind of job is this?"

Him: "Do you have a dog?"

Me: "Yes, I do."

Him: "You're hired."

"It turned out that my job was to roller skate around the park and find tourists to tell about the resort," says Levitin. Of course, at the time, there were not yet OPC regulations requiring booths or proper signage.

"My pitch went something like this - 'Oh, I see you're having lunch! There's a brand new resort over here, and if you'd like to go check it out, it's

Reprinted  
from the  
September  
2001  
issue of  
The Resort  
Trades



RCI, the premiere exchange network, chooses Levitin Group to create and fulfill online Global Points Network training program

"As SLG was putting the finishing touches on their internet alliance with eCollege to provide online sales training, Levitin was approached by Ken May, the recently appointed President of RCI, who was very excited about the possibilities of internet training. **May asked Levitin to be the exclusive trainer for the newly formed RCI Global Points Network**, at which point SLG and RCI signed a contract to not only create an internet course specific to the RCI Points program, but also to perform live seminars for training as well."

2004



Shari Levitin Group  
Expands Across  
**40 Countries &  
5 Continents,**  
Revolutionizing Sales  
and Management  
Training with  
**Cutting-Edge Tools**  
and **Online Learning**

# All-Encompassing **Training System**



# The Results



Over **\$100M** in additional profit



**\$10M** profit per year at a single site.



Increase of **\$200** VPG and **50%** less turnover

# Measurable **Results**



Rich Hartnett  
Festiva Hospitality Group

Initially, we hired Levitin Group to aid in our expansion to gain consistency of **processes** and **messaging**; we got that and more. We saw a **\$100 VPG** increase on **50,000 tours** annually, resulting in over **\$7 million** in profit annually.

Rich Hartnett  
Sr. VP of Sales and Marketing

# Client Testimonial



December 8, 2011

On Podium:

Our overall net close almost doubled, which was a tremendous win. When you look at how many years we'll be running the program, it comes out to a tremendous financial benefit. Additionally, it's been great for our new hire program in boosting morale and reducing turnover. Working with Levitin Group has been a terrific experience.

Michael Gehrig

President of Sales and Marketing

Welk Resorts

8860 Lawrence Welk Drive

Escondido, CA 92026

**Welk**<sup>™</sup>  
RESORTS

# Client Testimonial



David Bidgood  
3500 West Depauw Blvd  
Suite 2060  
Indianapolis, IN  
October 31, 2011



Shari Levitin  
President & CEO, Levitin Group  
CEO, ePerceptio  
1777 Sun Peak Drive, Suite 100  
Park City, UT 84098

Dear Shari:

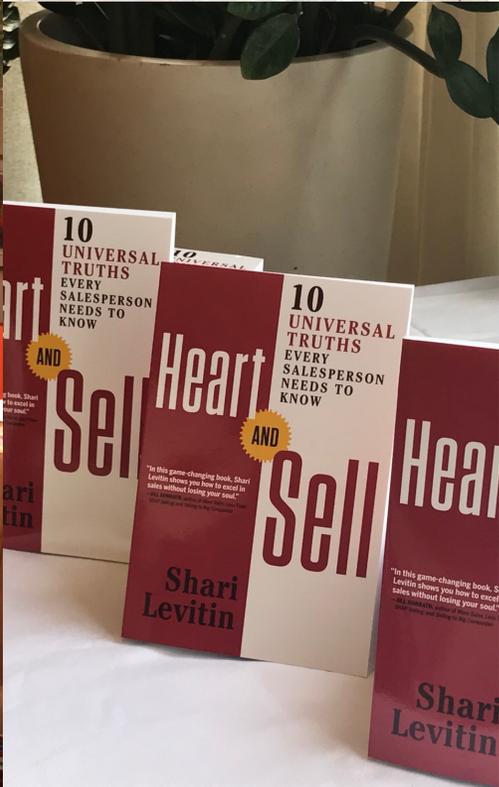
Prior to 2006, Bluegreen did not have a consistent training process being applied at all of our sites. Since instituting the standardized training program for all sales representatives and sales closers, our average per guest, which we use to measure sales efficiency, has increased by 37%. The increase reflects the clear, consistent, content and process from the implementation of “Road to Success” and “Smooth Finish” training.

**David Bidgood**

President  
Field Sales & Marketing  
Bluegreen Resorts Division



2017



Captivating the World,  
Shari's **Bestselling Book**  
Takes the **Amazon**  
**Charts** by Storm,  
Fueling an **International**  
**Book Tour**

shari.

2018



**Academic Acclaim**, “Heart and Sell” Chosen as **Harvard University's Official Textbook** for Strategic Selling, Catapulting Shari into Esteemed **Guest Lecturer** at **Harvard** and **Stanford**, Pioneering the Future of Sales in an AI-Driven World

2018



Riding the Triumph of "Heart and Sell", Shari is Featured as **One of 10 Worldwide Sales Experts** in **Salesforce Documentary Film**, 'The Story of Sales.'

shari.

2019

LinkedIn  
**TOP VOICES**  
SALES



### Shari Levitin | Founder, Levitin Group

**What she talks about:** "I write about how to increase sales without losing your soul," she says. "How to manage the tension between hitting quota and creating a heartfelt, authentic connection."

**Favorite conversation starter:** In the wake of the passing of John McCain, Levitin wrote [an article on the difference between "eulogy virtues" and "resume virtues,"](#) leading to a conversation about loyalty, empathy and kindness. "Several readers noted that it changed the way they approached hiring," Levitin says.

**What's not on her LinkedIn profile:** "Three months after my husband and I got married, his ex-wife was tragically killed in an accident," she says. "I closed my business office, moved to California and became a full-time mom to his then 8-year-old boy. That's when I found the balance between self-deprecation and expertise, between heart and sell."

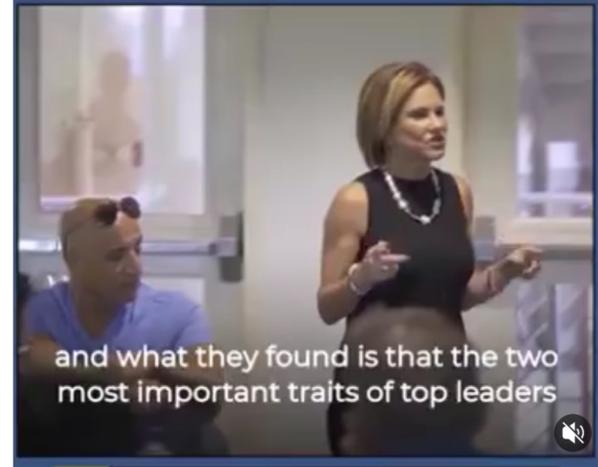
Shari's Rise to **Viral Sensation**, Garnering **18 Million Views** in Mere 90 Days

LinkedIn designates Shari as a **Top Voice in Sales**

Have seen this video before but sharing again as this is a powerful message for all in the sales profession 😊

#sales SALES ENABLERS #empathy

USE THIS STRATEGY TO  
CLOSE AN "IMPOSSIBLE" DEAL

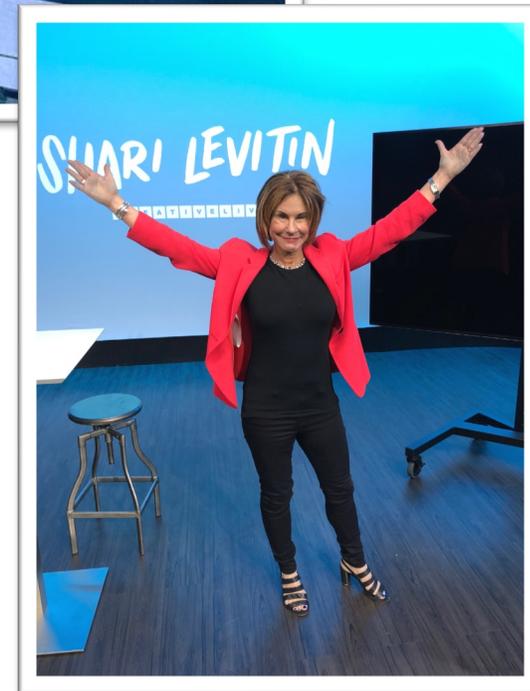
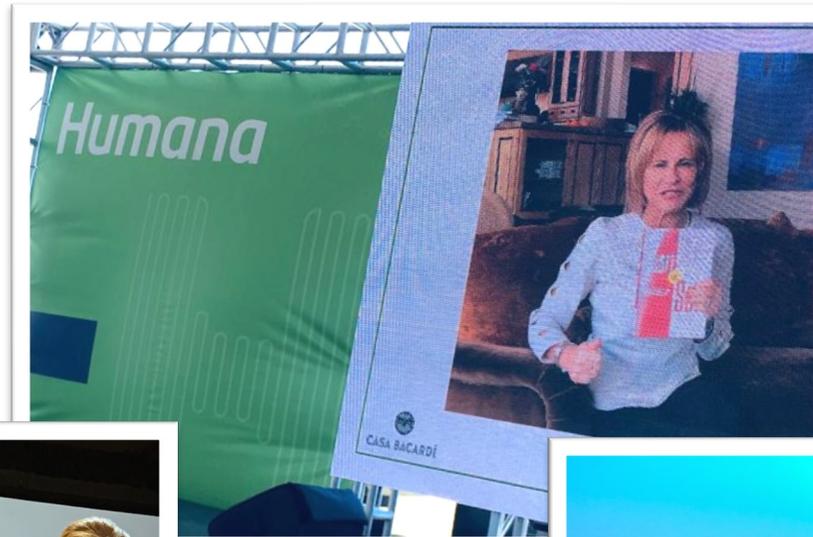


👍❤️👍 16,534 722 comments • 6,199 reposts

shari.

# Top 50 Keynote Speakers in the World

2019



2020

 COURSE  
**Virtual Training for Sales Trainers and Coaches**  
By: Shari Levitin · May 2022  
1h 8m ✓ Completed 9/15/2022

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 COURSE  
**Virtual Selling for Sales Professionals**  
By: Shari Levitin · Dec 2020  
58m 52s

 **Salina Law** 1st  
Sales Trainer  
★★★★★ May 3, 2023  
Great presentation with tips and tricks to being an amazing trainer online!  
[Helpful](#) · [Report](#)

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 **Dawn Dawson** 2nd  
Performance Coach | Sales | Facilitator | Presenter | Trainer  
★★★★★ April 20, 2023  
Excellent trainer. Relevant and effective concepts and techniques. I'm excited to provide even more value to my clients and teams.  
[Helpful](#) · [Report](#)

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 **Youssef BAAZIZ** 3rd  
Regional Sales Manager  
★★★★★ April 16, 2023  
That ending was great, thank you Shari for this session  
[Helpful](#) · [Report](#)

# Covid Strikes: Levitin Group Pivots and **Teaches How to Sell During Times of Uncertainty, How to Build Trust On and Off-Line**

Launched the blockbuster course on LinkedIn Learning, **"Virtual Selling for Sales Professionals"**, now translated into several languages.

2020

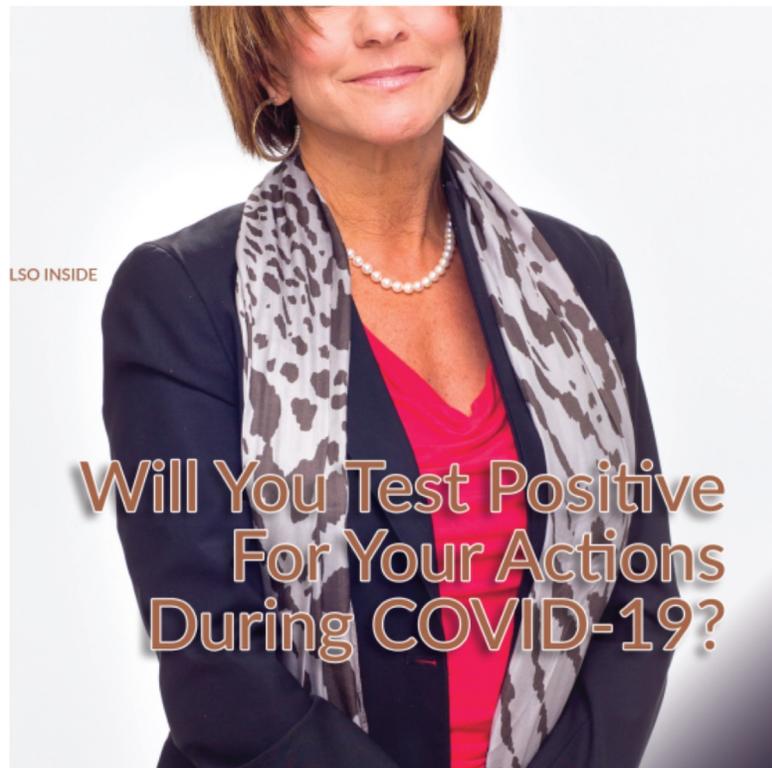
# Awarded **Top Blog in 2020** by **Top Sales World Magazine**



Biweekly newsletter · 18,948 subscribers

## Radically Human: Today's Sales

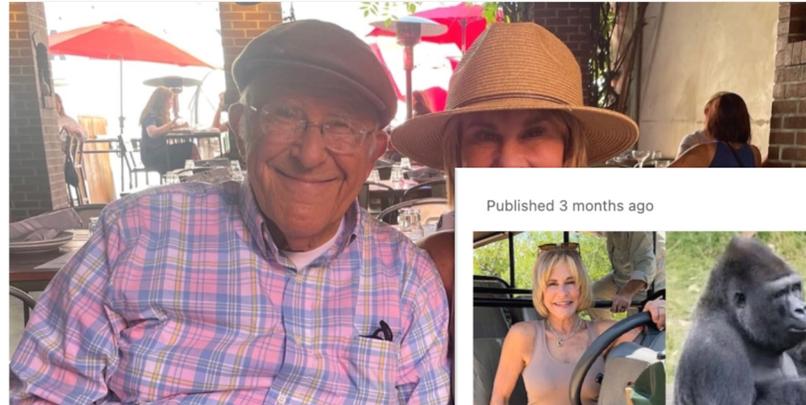
Given the changing world, wouldn't it be sales to use the same tired tactics to reach



LSO INSIDE

Will You Test Positive  
For Your Actions  
During COVID-19?

Published 1 year ago



### The Moral Millionaire: A Lesson in Sales Ethic

Shari Levitin on LinkedIn · 4 min read

168

Like

Comment

Published 3 months ago



### 3 LESSONS I LEARNED ABOUT SALES FROM MY TRIP TO SOUTH AFRICA

Shari Levitin on LinkedIn · 4 min read

Molly Eanniello and 128 others

10 comments

Like

Comment

Repost

Send



Shari cast in the reality TV Show, **America's Real Deal:**  
Think Shark Tank with Heart



**Every KPI increased:  
pipeline, win rate, deal  
size and time to close.**

**69%**

INCREASE IN  
WIN RATE

**\$100K**

INCREASE IN  
AVERAGE  
DEAL SIZE

**46%**

OF TEAM  
DECREASED  
AVG SALES  
CYCLE

# Today



# Time Share Training 3.0



**Shari Levitin**

★ 98% of 482 attendees to date found Shari's sessions valuable

Audience Feedback On May 13, 2023

“ This was a phenomenal session. It got me out of my head about not wanting to be “salesy”, and gave me an actionable framework to build relationships. That's something that makes more sense to my soul—and selling. ”



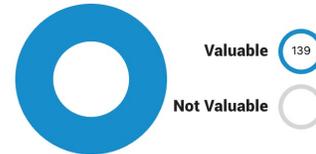
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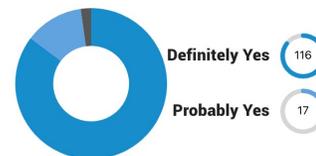
Audience Feedback On Apr 13, 2023

Rehumanize

100% found this session valuable



97% want to hear Shari speak again



Attendees found this session



139 responses



**Shari Levitin**

★ 98% of 482 attendees to date found Shari's sessions valuable

Audience Feedback On May 10, 2023

Selling with Video

“ The art of deep conversation and breaking through barriers. Utilizing technology to get connection and how to deepen that connection to get sales, or more importantly help others achieve their dreams ”

**Thank you.**

**shari.**