

LISA PROEBER

Business Development Strategist |
Thought Leader | Relationship Builder
| Innovative Sales Expert | Talent
Optimizer | Lean Sales Specialist



Meet Lisa

Lisa Proeber is an innovative sales leader and business development strategist who is determined to change the mindset that sales is a dirty word. She is the driving force behind The Middle Six, a sales consulting firm that is **redefining and standardizing sales**.

At the heart of Lisa's mission is her commitment to inclusivity and empowerment. She believes that **everyone can be a seller**. No matter their role, they have an influence on someone.

"SALES IS NOT A DIRTY WORD."

20

years of experience
with small
businesses and
large corporations

700%

increase YOY as
a rapidly growing
small business
owner

5K+

social media
followers on
Facebook, LinkedIn
and Instagram

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The Middle Six is a lean sales and business development consultancy. We help businesses seeking to create, fill or sustain sales pipelines by embracing the mentality that sales is equal parts art and science. We help small businesses by providing consulting, training and sales services. In addition, we help businesses of any size by providing coaching and training.



What is The Middle Six?

For every 10 potential sales,

You'll win two if you're doing your job,

You'll lose two no matter what you do,

*But it's what you do with **The Middle Six** that really changes the status quo.*

VISION: Redefine and standardize sales.

MISSION: To create sales roadmaps that empower, educate, and engage entire teams.

PHILOSOPHY: Sales is equal parts art and science.



Speaking Topics

Sales is Not a Dirty Word

- Shifting perceptions and attitudes towards sales.
- Empowering sales professionals to create positive customer experiences.

The Art and Science of Sales

- Understanding the psychology of sales: tapping into human behavior and decision-making.
- Mastering the sales process: from prospecting to closing deals.

Discovering your “Why”

- Identifying personal and professional motivations for success.
- Connecting individual purpose with organizational goals.

Discover your Team Type

- Assessing individual strengths and weaknesses within the team.
- Understanding different personality types and their contributions.

Designing for Strategic Action

- Setting clear and achievable goals aligned with business objectives.
- Creating actionable plans with measurable outcomes.

Talent Optimization

- Attracting and retaining top talent in a competitive market.
- Creating a culture of learning and development.

Anybody Can Become a Salesperson with a Sales Roadmap

- Providing a structured framework for learning and development in sales.
- Breaking down the sales process into manageable steps.



Talking Points

Shifting Perceptions of Sales:

- How can we make sales less about the hard sell and more about building relationships and solving problems?
- Got any cool examples of businesses that are flipping the script on sales stereotypes and making it all about genuine connections?

Addressing Specific Challenges:

- For those of us who cringe at the idea of chasing down leads, any hacks for making it a bit more fun or at least less painful?
- Any tips for small biz owners to sell their stuff without feeling like they're putting on a used car salesman act?

Empowering Sales Professionals:

- What tools or tricks do you think can help small businesses or even solo entrepreneurs feel like sales superheroes?
- Any advice for creating a vibe where sales isn't about pushing stuff on people but genuinely helping them out?

Measuring Success in Sales:

- Besides the usual sales numbers, what other signs should we look out for to know we're killing it in the sales game?
- How can we make sure that our sales goals aren't just about making bank but also about staying true to our values and mission?

Creating Positive Customer Experiences:

- How can small biz owners make sure that every sale feels more like a high-five moment for customers rather than a transaction?
- Can you share some stories of how weaving a good tale into sales pitches has turned customers into fans for life?

Embracing a Mindset Shift:

- What's the secret sauce for getting into the mindset where sales feels more like a chat with a friend than a high-pressure pitch?
- Any down-to-earth tips for bouncing back from rejection or setbacks in sales without feeling like we've totally bombed?

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Audience

Lisa's fun and engaging presentation style is adaptable to diverse groups and teams. The topics can be presented as an interactive workshop or a informative keynote address. Her topics are best suited for the following audiences:

Individuals:

- Business Owners
- C-Suite Executives
- Sales Executives
- Business Development Professionals
- Human Resource Professionals
- People Operations Professionals
- Entrepreneurs
- Young Professionals
- College Students

Groups:

- Business Communities
- Chambers of Commerce
- Professional Organizations



WHAT PEOPLE ARE SAYING



"Lisa led a workshop for our Early Career Mentorship program through the Greater Brookfield Chamber of Commerce titled "What's your 'why'? What's your 'sticky story'?" As someone helping coordinate the program, we were looking for an **engaging speaker who could connect with early-career professionals** and help them build a strong foundation for selling themselves.

Lisa delivered just that—and more. Her session was **fun, inspiring, and highly practical**. Attendees walked away with a clear, personalized elevator pitch and the confidence to use it in real-world conversations.

Lisa's knowledge, **energy, and positivity make her an inspiring presence** for anyone she works with."

BRIDGET (MOORE) FRITZ, MOORE CONSTRUCTION SERVICES, BUSINESS DEVELOPMENT DIRECTOR

"We brought in Lisa Proeber from The Middle Six to speak with our volunteer board, and **she totally got us!** With all of us coming from different jobs and backgrounds, our team is a unique mix—and Lisa helped us see that's actually our superpower.

She introduced us to talent optimization and helped us understand how our Adapting Team style—flexible, collaborative, and ever-evolving—is something to embrace. We learned how to support one another and communicate more intentionally, aligning our efforts in ways that play to everyone's strengths.

One of the most helpful insights? Lisa reminded us that **we don't have to do all the things**. It's okay to focus on just three big goals and keep moving forward with our strategic plan—without burning out. This was incredibly helpful, especially since we often find ourselves bogged down by trying to take on too much at once.

Thanks to Lisa, **we're more aligned, more energized, and ready to tackle what's next—together.**"

BECKY GROTH, 2025 WCREW CO-PRESIDENT



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GET IN TOUCH

Thank you for considering The Middle Six. I look forward to the opportunity to collaborate and share our mission. Let's redefine sales - it is NOT a dirty word!

*Learn More About
The Middle Six*



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