

## **IDA CENTONI MONTGOMERY**





## **Executive Sales Management, CEO, Speaker and Trainer**

performance momentum

Keep It Goina

Ida Centoni Montgomery has spent her entire professional life in Sales Management, a career that has spanned four decades. She knows the landscape for Restaurant, Retail, Residential Real Estate and Professional Services as an experienced insider. She has been helping business owners, salespeople and teams create the success and momentum for long-term results. Today as a Speaker and Results Coach, audiences love her "real world-real results" communication style and authenticity.

**Driven by purpose, defined by results, Ida's unique brand of "Because You Want It Done"** – teaching and coaching confidence, creates rapid personal change that effectively moves people to a "Future Focus" mindset for their business achievements. It is commonly said, "When the learner is ready, the teacher appears" - Ida is both. Her mantra "Always Learning - Always Growing" is something she had done successfully time and time again. Her leadership style has always delivered a high performance - results-oriented, play full out team environment in accord to ethical principles. This has given her a signature system and skill set known as **Performance Momentum.** 

The powerful force behind her success has been her passion to make a difference. The momentum has always come from Ida's thirst for knowledge and her innate gift to anticipate the pitfalls for herself, her employees - staff, her teams, the bottom-line and for clients. Key distinctions of her accomplishments is the profound knowledge and the education of human behavior and personal growth. She holds licenses and certifications in Real Estate, Contract Law, Conflict Resolution / Mediator and Expert Negotiator. She has been a member of the National Speakers Association, Association for Dispute Resolution and the Association of Humanistic Psychology. Ida is a participant of the National Association of Realtors and has been for over thirty years. She has a diploma in Sports Psychology for Peak Performance from Ashworth University, Georgia and from The Center for Mediation in Law, Marin, CA – Ida received a Professional Development Certification in Mediation Intensive Training.

In 1997 Ida launched another start-up business, this time as the CEO of a Residential Real Estate Brokerage in Northern California. Her company made the East Bay Business Times Top 25 Residential Real Estate Firms List as number 24 in just two years and then maintained a presence on that list. Being with the end in mind, her exit strategy prevailed in 2010 when she sold her company to major real estate brand.

Ida knows how to win. With failure never and option, nor hope a strategy, she is social proof of her message to audience's; grow yourself, grow your business, grow your brand, be profitable and fund the party. Then sell. Which she has done multiple times. Her students and clients say, "Listen close and embrace the value of what is really being said." Simply put, Ida's idea's, options and perspectives will save you time, money and a ton of heartache.

Notes & Key Destinctions	