

About Kelle Sparta

Sales Coach, Author and Professional Speaker



Kelle Sparta is the sales coach that takes sales out of the equation.

As a rookie realtor, Kelle sold 25 houses in her first year by taking an unconventional approach to selling homes - by building relationships with clients. She soon became a top-producing agent in the Connecticut marketplace and served as Director of Recruitment and Training for two companies, one in Connecticut and one in Massachusetts.

Kelle realized she found she had a knack for helping others and has used that passion to create Sparta Success Systems (www.SpartaSuccess.com), which helps people sell with integrity and improve closing rates.

She is the author of **The Consultative Real Estate Agent: Building Relationships that Create Loyal Clients, Get More Referrals and Increase Your Sales** (AMACOM Books, 2006), which teaches agents and brokers to change from dreaded salesperson to a trusted advisor. It's available in bookstores nationwide and on amazon.com. Kelle also writes articles for newsletters, magazines, and websites internationally. She is a featured columnist in Realtor Magazine.

Her warmth and her passion for taking the fear out of selling is what Kelle has shared with thousands of people in her presentations. She motivates people by giving them new ideas and making them look at their businesses from a completely different perspective.

She earned her Graduate of Real Estate Institute (GRI) designation and was the first person in Southeastern, CT to earn an Accredited Buyer's Representative (ABR) designation. Kelle is certified as a trainer for ERA's AccelERAtion Program, Dynamic Direction's New Agent Training Program, and Mind Empowerment International's Personal Development Program.

Three things you may not know about Kelle:

- She is an avid juggler.
- She was a lead singer for a rock band and she writes music, and plays both piano and African drums.
- Kelle used to work the Renaissance Faires, playing the character of April Showers.