



We offer both sales skills training and coaching

Everything we do focuses on improving Sales Velocity
(a combination of average deal value, win rate percentage, and length of sales cycle).

In this document:

- Comparing training and coaching (Why you need both!)
- My coaching approach and philosophy
- Our growing library of sales skills training sessions

Comparing training and coaching. Why you need both!	
Training	Coaching
Builds enterprise selling fundamentals across the team	Builds individual executive selling confidence
One-to-many learning	One-on-one development
Structured curriculum aligned to enterprise selling success	Tailored to each seller’s strengths, gaps, and deal realities
Equips team with common and proven frameworks, processes, and language	Deepens seller judgment, executive presence, and decision quality.
Consistent learning across the revenue team	Personalized accountability and measurable improvement
Recorded for enablement reuse and onboarding	Recorded for individual reinforcement and growth tracking
Outcome: scalable enablement foundation	Outcome: real performance lift in confidence and effectiveness
Impact: stronger baseline capability	Impact: larger deals, faster cycles, fewer lost executive-level opportunities



**I am a certified Master Sales Coach,
as certified by The Sales Enablement Collective**

My coaching approach and philosophy

My coaching mission:

My mission as a coach is to energize the organization's sales reps (and other revenue team members) so they can exceed their yearly targets.

My coaching values:

My coaching program values are transparency, encouragement, accountability, success, and collaboration.

My coaching approach:

My coaching is delivered through one-on-one sessions, typically via Zoom or a comparable platform. I provide candid, objective guidance in a supportive, nonjudgmental environment. I recognize that enterprise selling is complex, and I create a confidential space where sales professionals can work through specific challenges—such as engaging executive stakeholders, articulating value over features, and leveraging relationships to access senior decision-makers.

The coaching structure:

Unlike the training sessions (see library below), which are delivered in a one-to-many presentation format, my sales coaching is tailored to each representative and their specific needs. While sessions vary, they consistently focus on core sales competencies and practical application.

Effective coaching typically spans multiple sessions, allowing time to build trust, track progress, and reinforce improvement through activities such as call reviews, deal analysis, and opportunity discussions.



Training sessions are offered twice on the same day to cover multiple time zones.

Each training session is recorded.

Client receives perpetual, non-exclusive right to use.

Ideal for incorporating into your onboarding path.

Session Title	Why This Improves Selling Skill	Primary Outcome or Objective
Strategic Account Planning	Helps sellers develop a long-term, multi-threaded approach to high-value targets instead of transactional tactics.	Reps can build actionable plans that align with executive-level initiatives across multiple stakeholders.
Discovery That Surfaces Executive-Level Pain	Breaks the feature-dumping habit by shifting focus to deep problem diagnosis.	Reps uncover high-impact business pain that creates urgency and executive interest.
Industry Research for Trends and Challenges	Equips reps to speak with relevance and authority in executive conversations.	Reps can identify key industry pressures and connect solution value to strategic business priorities.
The Importance of Mutual Action Plans	Brings deal predictability and shared accountability in long sales cycles.	Reps can co-create MAPs with buyers to drive urgency and ensure internal alignment.
Pre- and Post-Call Planning and Team Debriefs	Reduces "winging it" and improves collaboration across the internal deal team.	Reps consistently prepare for high-impact meetings and extract value from every interaction.



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Using MEDDPICC for Deal Management	Creates structured deal qualification, uncovering gaps before it's too late.	Reps can assess and strengthen deal health to move only the most winnable deals forward.
Value Selling (Core Concepts)	Teaches reps to connect product benefits to financial/business outcomes.	Reps can articulate ROI and strategic impact in ways that justify large investments.
Value Selling (Advanced Application)	Helps reps tailor value messages to different stakeholders and objections.	Reps can fluently position differentiated value across the buying committee.
Selling to Executives vs. Selling to Managers	Shifts mindset from tactical benefits to strategic business conversations.	Reps adjust tone, language, and content to match C-level expectations.
Financial Acumen for Sellers (Dos and Don'ts)	Builds confidence and credibility in money-focused conversations.	Reps can use basic financial terms, interpret metrics, and align proposals with business KPIs.
Strategic Deal Planning	Encourages planning beyond the next call and into stakeholder orchestration.	Reps create structured pathways from discovery to executive buy-in to close.
Team Selling vs. Lone-Wolf Selling	Reinforces the importance of leveraging SEs, CS, PS, and exec sponsors.	Reps know when and how to coordinate internal support for credibility and scale.
Negotiating and Closing Strategies	Prepares reps for high-stakes buyer objections and price pushback.	Reps lead with value, maintain margin, and close large deals confidently.



Session Title	Why This Improves Selling Skill	Primary Outcome or Objective
Building Seller Confidence with Executives	Tackles the internal barrier of intimidation and imposter syndrome.	Reps elevate presence, speak strategically, and build peer-level rapport with execs.
Building a Value Message for Products You Don't Sell	Reinforces abstract thinking and value framing over product knowledge.	Reps develop the ability to pitch business outcomes, not just product details.
Messaging that Compels Executive Buyers	Few enablement programs address buyer enablement. Understanding this perspective can accelerate deals and reduce stalling.	Reps learn when to press harder and when to disqualify a deal out of the pipeline to reduce wasted sales cycles on unmotivated buyers.
Getting Comfortable Saying "No"	Prevents pipeline bloat and weak deals through better qualification.	Reps disqualify faster and focus energy on real, winnable opportunities.
Coaching Your Champion to Sell Internally	Empowers buyers to advocate effectively when you're not in the room.	Reps enable champions with ROI tools, MAPs, and strategic messaging for internal use.