

Sales Edge

The impact a coach makes to a professional athlete's performance is widely recognised. In the business world coaching is also established as a leading component of any successful executive development programme and can be very powerful when applied to the sales environment.

Like sports, sales is a game which can be played at different levels. We work with those individuals and teams who want to play to win, to continue to progress, to be their best.

There are times in every sales professional's career when everything seems to fall into place and the rewards are great.

Most have also experienced the other side, where unexpected blows can make a real dent in your confidence.

At Saxon Coaching we specialise in helping you refine and apply your 'edge' – to be more effective, more impactful, more successful.

Performance Coaching identifies your successful strategies to ensure wins are maximised and modelled.

When the pressure is on, coaching can significantly reduce the adverse effects of a performance dip encouraging you to apply your best resources to each challenge and setting a new plan of action.

The Sales Edge programme can have a huge impact in how much of your potential is leveraged, and in turn how well you perform.

DEFINING, REFINING AND APPLYING

Our Sales Edge Programme is designed to meet your specific challenges and objectives - whether you are new to sales or an established professional wanting to raise your game. This programme uses techniques from the field of Performance Coaching and NLP, combined with profiling tools to elicit the best solutions and creativity from you. It targets 3 core areas:

Defining your edge

- Clarity and awareness
- Identifying strengths and successes
- Building on self belief
- Identifying barriers
- Harnessing success strategies
- Recognising states of flow

Refining your Edge

- Setting clear goals and outcomes
- Evaluating and setting priorities
- Increasing flexibility and adaptability
- Strengthening the inner game
- Fine-tuning the outer game plan
- Reducing your blind spot

Applying your Edge

- Engaging with purpose and motivation
- Instilling habits of excellence
- Prioritising actions
- Expanding your circle of influence
- Adopting new tools and habits

The Sales Edge Programme builds skills and harness the habits of excellence to accelerate your performance and help you become a leader in your field.

PROGRAMME PRICING

Premier	An initial 90 minutes face to face session, followed by four 30 minutes telephone sessions to create an immediate impact and build momentum.	£515
Premier Plus	A sustained programme of change starting with a 90 minute face to face session, then six telephone sessions over a 4 to 6 month period (two 60 minute sessions and four 30 minutes).	£740
Elite	A comprehensive coaching programme with an initial 2 hour face to face session, supported by two further 1 hour sessions face to face and six 30 minute telephone sessions over a 9 month period.	£1060

Pricing includes a 30 minute introductory call to agree scope and objectives, all coaching sessions, standard materials and ad-hoc email support. Travel and materials purchased specifically for the client are charged at cost.

MEET OUR COACHES



Justin McCarthy is an experienced coach with a background in learning & development. After a successful career with the prestigious Mars, Inc., Justin held a number of roles at a large US software company, including head of European Training. Justin specialises in career development and training.



Kate Devos specialises in coaching Executives and Sales Professionals. Her clients benefit from her direct approach and make huge strides in their performance and progression. Kate has worked for many years in sales and business development, managing large and complex global accounts.