

PROVEN PROGRAMS

Southwestern Coaching is based on 160-year-old principles. We offer four tailored coaching programs, all with proven success in the market, to elevate the performance of salespeople, managers, leaders, and executives. Our programs' principles are well captured and relevant to the issues today's professionals must master to excel.



TOP PRODUCER'S EDGE

For Personal Growth



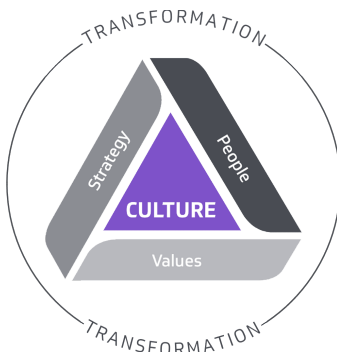
MANAGER'S EDGE

For Team Growth



ELITE EDGE

For Strategic Growth



EXECUTIVE'S EDGE

For Organizational Growth

TOP PRODUCER'S EDGE

COACHING PROGRAM

The Top Producer's Edge coaching program is one-on-one coaching with an integrative approach that is designed to hold the salesperson accountable for growing the company revenues through increased customer acquisition. Top Producer's Edge is about building the right habits and behaviors across three core areas: Sales Skills, Sales Motivation and Systems.

THE COACHING PROCESS

STEP 1 | VISION: In this phase, we develop the vision for the coaching experience including desired outcomes and results. Here we review the coaching process, focusing on where the participant currently is, where they would like to go, and what they hope to accomplish.

Ultimately, the vision is agreed upon including roles and accountability of each party: the participant, the participant's manager, and the coach.



STEP 2 | ASSESS: We align with the participant's manager to define and document clear coaching objectives.

STEP 3 | COACH: We meet with the participant, over the phone, for 45-minute bi-monthly sessions across twelve months or more. These conversations are action-oriented, and results driven. Every discussion ends with applicable and effective leadership strategies to apply to current issues. The participant builds upon existing strengths, improves salesmanship and performance, and achieves desired results and outcomes.

STEP 4 | ONLINE LEARNING: Receive micro-learning training videos designed to reinforce coaching.

STEP 5 | TRACK YOUR SUCCESS: Participants use our proprietary online tool, *Critical Success Factors*, to track their own progress toward goals to help guarantee results.

OVERALL GOALS OF TOP PRODUCER'S EDGE COACHING

- Learn to generate and sell to referrals, answer objections BEFORE they come up and close like a pro.
- Develop your prospecting skills to painlessly reach the decision maker every time.
- Overcome time management struggles with a schedule that works – get more done in less time.
- Crystallize your goals by mapping out your maximum earning potential.
- Understand self-motivation and sales psychology.

TOP PRODUCER'S EDGE PROGRAM CURRICULUM

Our core program, crafted for salespeople at any level looking to increase their income and hit their goals with guaranteed results and accountability.

Top Producer's Edge Topics Covered Include:

- Schedule and Time Management
- Phone Techniques
- Answering Objections
- Confidence
- Referrals
- Positive Self-Talk
- Online Marketing
- Emotional Intelligence
- Follow-up

MANAGER'S EDGE

COACHING PROGRAM

For leaders and managers of sales teams looking to grow their skills, the Manager's Edge program offers guided support for the strategies and tools needed to excel. Clients have access to training modules with accompanying videos that teach them how to grow a team, lead a team, and achieve success.

THE COACHING PROCESS

STEP 1 | VISION: In this phase, we develop the vision for the coaching experience including desired outcomes and results. Here we review the coaching process, focusing on where the manager currently is, where they would like to go, and what they hope to accomplish.

Ultimately, the vision is agreed upon including roles and accountability between the manager and the coach.



STEP 2 | ASSESS: We align with the manager to define and document clear coaching objectives.

STEP 3 | COACH: We meet with the manager, over the phone, for 45-minute bi-monthly sessions across twelve months or more. These conversations are action-oriented, and results driven. Every discussion ends with applicable and effective leadership strategies to apply to current issues. The manager builds upon existing strengths, improves leadership skills and performance, and achieves desired results and outcomes.

STEP 4 | ONLINE LEARNING: Receive micro-learning training videos designed to reinforce coaching.

STEP 5 | TRACK YOUR SUCCESS: The manager will use our proprietary online tool, *Critical Success Factors*, to track their own progress toward goals to help guarantee results.

OVERALL GOALS OF MANAGER'S EDGE COACHING

- Improve your recruiting, interviewing and onboarding techniques to develop the strongest team possible.
- Optimize your leadership skills by learning how to lead different types of people.
- Discover new systems that will allow you to efficiency and effectively manage your team's success.
- Gain confidence in how you handle the challenging aspects of being a manager.

MANAGER'S EDGE PROGRAM CURRICULUM

Designed for sales managers and leaders looking to grow their income and skills, this proven program offers the tools and guided support needed to excel in business.

Manager's Edge Topics Covered Include:

- Efficient Delegation
- Management vs. Leadership
- Leading New Leaders
- Holding People Accountable
- Interviewing (Sourcing and Recruiting Top Talent)
- Retention
- Confronting Underperformers
- Creating a Sales Culture
- Leading Different Personality Types (Strategic Leadership)
- How to Have Great Meetings

ELITE EDGE

COACHING PROGRAM

The Elite Edge program caters to senior-level leaders with tools on recruiting top talent, improving company culture, advanced goal setting, and more. Top-producing salespeople, veterans, and producing leaders in any industry can benefit from Elite Edge. This advanced coaching program focuses on improving vital skills with the guidance of a highly accomplished elite-level coach. Elite Edge combines the best of our programs to provide one-on-one, personalized service and equip our clients with reliable strategies for guaranteed results.

THE COACHING PROCESS

STEP 1 | VISION: In this phase, we develop the vision for the coaching experience including desired outcomes and results. Here we review the coaching process, focusing on where the leader currently is, where they would like to go, and what they hope to accomplish.

Ultimately, the vision is agreed upon including roles and accountability between the leader and the coach.



STEP 2 | ASSESS: We align with the leader to define and document clear coaching objectives.

STEP 3 | COACH: We meet with the leader, over the phone, for 45-minute bi-monthly sessions across twelve months or more. These conversations are action-oriented, and results driven. Every discussion ends with applicable and effective leadership strategies to apply to current issues. The leader builds upon existing strengths, improves leadership skills and performance, and achieves desired results and outcomes.

STEP 4 | ONLINE LEARNING: Receive micro-learning training videos designed to reinforce coaching.

STEP 5 | TRACK YOUR SUCCESS: The leader will use our proprietary online tool, *Critical Success Factors*, to track their progress toward goals to help guarantee results.

OVERALL GOALS OF ELITE EDGE COACHING

- Increase Your Revenue: Grow your business by optimizing the efficiency and effectiveness of your team while continuously recruiting top talent.
- Build Your Company Culture: Improve your team's happiness, establish trust, build loyalty, decrease turnover, and eliminate office politics.
- Empower Your Leaders: Strategically empower your team so you can focus on what matters most.
- Break Belief Barriers: Transcend limiting beliefs by creating new belief systems for breakthrough success.
- Structuring Your Organization: Align your business systems and processes for successful scalability.

ELITE EDGE PROGRAM CURRICULUM

This advanced program offers sales veterans, team leaders, and top-producing professionals in any industry, strategies for guaranteed results. If you have worked hard to grow your business, but you know there is more to be achieved, this program is for you!

Elite Edge Topics Covered Include:

- Vision Mastery
- Redefining Possible
- Advanced Goal Setting
- Creating Company Culture
- Providing Perspective
- Empowering Leaders
- Advanced Accountability
- Leadership with Integrity
- Advanced Problem Solving
- Structuring Your Organization

EXECUTIVE'S EDGE

COACHING PROGRAM

We understand the intensity, vision, and drive it takes to be a successful executive and business leader. This premier-level program drives results with one-on-one, personalized coaching to enhance leadership and communication skills, improve company culture, and optimize your business.

THE COACHING PROCESS

STEP 1 | VISION: In this phase, we develop the vision for the coaching experience including desired outcomes and results. Here we review the coaching process, focusing on where the executive currently is, what they would like to improve, and what they hope to accomplish.

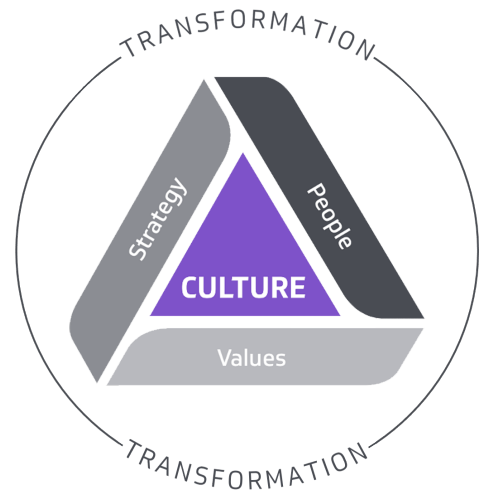
Ultimately, the vision is agreed upon including roles and accountability between the executive and the coach.

STEP 2 | ASSESS: We align with the executive to define and document clear coaching objectives.

STEP 3 | COACH: We meet with the executive, over the phone, for 45-minute bi-monthly sessions across twelve months or more. These conversations are action-oriented, and results driven. Every discussion ends with applicable and effective leadership strategies to apply to current issues. The executive builds upon existing strengths, improves leadership skills and performance, and achieves desired results and outcomes.

STEP 4 | ONLINE LEARNING: Receive micro-learning training videos on topics such as: holding your team accountable, building company culture, strengthening your purpose, finding balance, and increasing your top-line revenue. Videos are designed to reinforce coaching.

STEP 5 | TRACK YOUR SUCCESS: The executive will use our proprietary online tool, *Critical Success Factors*, to track their team's progress toward goals to help guarantee results.



OVERALL GOALS OF EXECUTIVE'S EDGE COACHING

- Increase Your Revenue: Grow your business by optimizing the efficiency and effectiveness of your team.
- Build Your Company Culture: Improve your team's happiness, establish trust, build loyalty, and eliminate office politics.
- Empower Your Leaders: Strategically empower your team so you can focus on what matters most.
- Create Organic Top-Line Growth: Evaluate and improve key internal factors to increase sales and expand marketplace growth

EXECUTIVE'S EDGE PROGRAM CURRICULUM

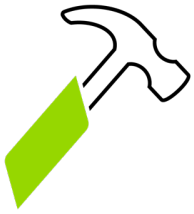
An exclusive opportunity for high-level executives and leaders to collaborate with one of our Executive Edge coaches, all of whom are active practitioners, running multi-million-dollar businesses and specializing in finding custom solutions to complex business and real-world issues.

Executive Edge Areas of Interest Often Include:

- Vision Mastery
- Redefining Possible
- Creating Company Culture
- Providing Perspective
- Empowering Leaders
- Executive Accountability
- Leadership with Integrity
- Executive Problem Solving
- Executive Communication
- Organic Top-Line Growth Strategy

TRUST

PARTNER WITH SOME OF THE MOST RESPECTED EXPERTS IN THE WORLD TO HELP YOU TAKE YOUR BUSINESS TO THE NEXT LEVEL.



PRACTITIONERS FIRST

Every consultant on our team has a minimum of 10 years of sales and training experience, hundreds of hours of personal development training, and a verifiable list of awards as a top producer.



RECOGNIZED EXPERTISE

Our faculty of sales and leadership experts is made up of *New York Times* bestselling authors, international sales record holders, world-class speakers, and top ranked industry influencers. Our experts appear regularly on TV and in mainstream media and our insights reach over 4 million people every month.



MEASURABLE RESULTS

We are one of the only consultancies that actually want to track and measure your results. We help you set up metrics of success and help you create tangible ways of tracking those metrics to ensure that we not only train your team but your team implements the information.

Our experts have been seen on/in:

THE WALL STREET JOURNAL

The New York Times

FOX NEWS

CNN

npr

FORTUNE

Forbes

Inc.

FAST COMPANY

**WE DELIVER PRACTICAL SOLUTIONS,
WHICH FIT WITH THE REAL WORLD.**

RECENT CLIENTS INCLUDE



AMERICAN INCOME LIFE
insurance company



Northwestern Mutual
FINANCIAL NETWORK®



itripvacations

ligne roset



Reynolds
& Reynolds®

Elevate Sales

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