SPIRIT MIND & BODY
COACHING & CONSULTANCY

RESIDENTIAL ENGINEERING FIRM – KUWAIT

Kuwait · 2012 – 2016

Sales Performance & Team Scaling



5.9X

Sales Budget Growth · 45%+ Team-Wide Increase · 370% Top Performer Growth

Real coaching. Measurable growth. Delivered through the Sovereign Protocol™

The Challenge & Solutions

THE CHALLENGE

Inconsistent Sales Performance

A small team of 13 reps, with only a few carrying most of the results.

No Structured Sales Process

Success relied on individual instinct, not a repeatable system.

Stagnant Sales Budget

Quarterly sales budget had plateaued around KWD 800K.

Scaling Without a System

Growing headcount alone would not fix inconsistent performance.

THE SOVEREIGN SOLUTION

Spirit – Sales Mindset Reset

Structured coaching cohorts of 10–12 reps, rebuilding mindset and motivation, not just tactics.

Mind – Sales Strategy Architecture

12 structured sessions per cohort, building a repeatable, teachable sales methodology.

Body – Execution & Skill Building

Practical technique training embedded through real deal scenarios, not theory.

4-Year Coaching Engagement

Delivered continuously from 2012 to 2016, scaling alongside the growing team.

The Numbers That Changed Everything

SPIRIT MIND & BODY
COACHING & CONSULTANCY

488%
Sales Budget Growth

45%
Team-Wide Sales Increase

370%
Top Performer Growth

3X
Sales Team Size Growth

20–30%
Market Share Growth

↑
New Clients & Retention



Ready to close your execution gap?

https://calendly.com/omarahosn/sovereign-audit

www.smb-mena.com