SPIRIT MIND & BODY
COACHING & CONSULTANCY

IT & CISCO NETWORKING PARTNER – KUWAIT

Kuwait · 2015

From Downturn to Turnaround.



45%

SALES GROWTH IN 90 DAYS

70% More Client Outreach · +30% Client Retention · +15% Profit Margin

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

1 The 2015 Downturn



A Kuwait-based IT & Cisco networking partner was hit hard by the 2015 market downturn.



Sales were stalling, and leadership couldn't see why experienced people were missing their numbers.



Every quarter of delay meant more ground lost to competitors who adapted faster.

2

1 of 3 – The Diagnostic



3 × 1.5-hour diagnostic sessions with leadership and sales uncovered the real gap: not effort, not the market – a mismatch between the sales process, product know-how, and sales skills.

3

2 of 3 – The Program



A 3-month program: weekly 2-hour group coaching for executive management and the sales team – tailored to their products, services, culture, and expertise, not a generic playbook.

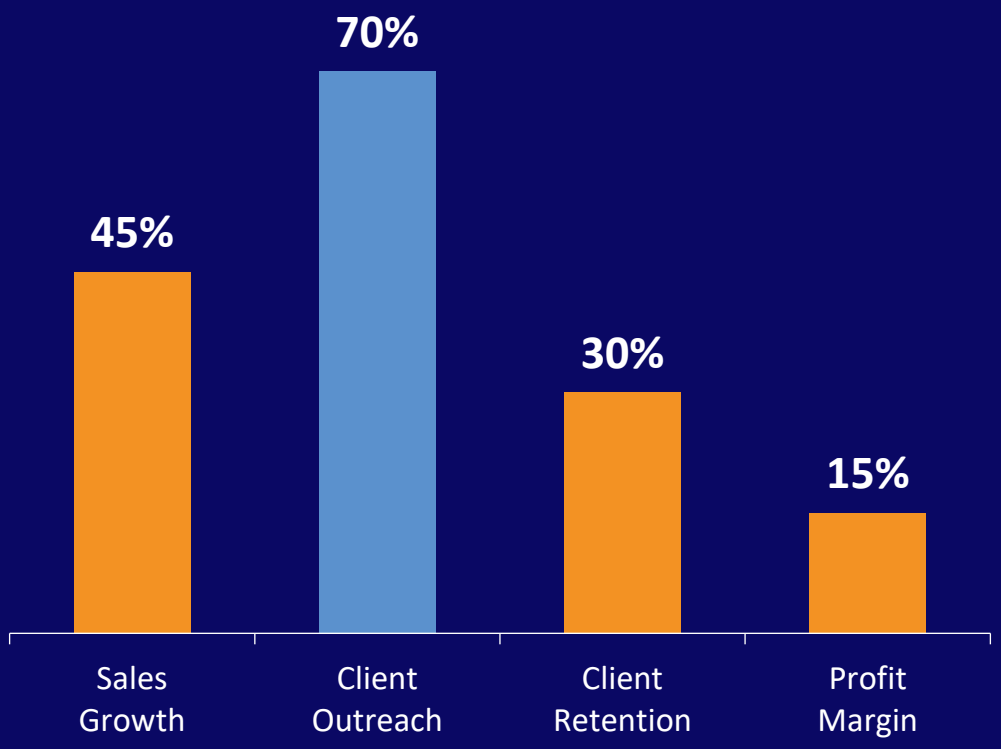
4

3 of 3 – The Shift



Action plans, structured follow-up, and continuous improvement turned coaching into a habit, not a one-off training – the shift showed up in behavior before it showed up in the numbers.

5 The Results and Numbers, Visualized



SALES GROWTH
+45%

NEW-CLIENT OUTREACH
+70%

CLIENT RETENTION
+30%

PROFIT MARGIN
+15%

Measured during the 3-month coaching engagement.

"Morale shifted from reactive to confident – visible within weeks, not months."

6

RECAP – The Full Turnaround, at a Glance.

THE DIAGNOSTIC

3 sessions,
4.5 hours total –
Found the real gap.

THE PROGRAM

3 months, weekly
2-hour group coaching –
Tailored, not generic.

THE SHIFT

Habits, not a
one-off training –
behavior changes first.

THE RESULTS

+45% sales, +70% outreach,
+30% retention, +15% profit margin –
Morale transformed.

"The problem was never effort. It was a mismatch between process, product knowledge, and skill – and that's what we fixed."

What’s the One Gap Costing Your Sales Team the Most Right Now?

At SMBmena, we help Founders, CEOs & Sales Leaders across MENA and the GCC turn a stalled sales team into structured, repeatable growth – not just a one-time push.

Comment below: What’s the one gap costing your sales team the most right now?

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