



# SPA SALES PERFORMANCE ALLY



We empower human talent, energize teams, streamline processes, and lead impactful transformations, blending the art of human connection with the science of proven strategies

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# Elevate your success with SPA's expertise

Beyond delivering a course or a coaching session, we partner with you to uncover challenges and co-create practical, lasting solutions.

## Revolutionizing corporate coaching and sales training

We are transforming corporate coaching and sales training. Our goal is to help teams reach their full potential with innovative programs and tools with the assistance of Artificial Intelligence.



## Tailor-Made Programs. Measurable Results.

We design customized programs and experiences for companies and professionals committed to elevating their performance.

## DELIVERY OPTIONS

- In-person
- Virtual
- Hybrid



“There is nothing more important now than the Human Interaction, because in a world driven by technology, it’s the human touch that builds trust, inspires loyalty, and closes the deal. Training empowers your team to master that connection” **Diego Soler**

# Empowering Teams with Core Strategic Skills

- **Effective Sales Techniques:** Build genuine rapport with clients, overcome objections, and close deals with confidence and consistency.
- **Maxwell DISC Personality Analysis:** Harness individual and team strengths to drive communication, collaboration, and performance.
- **Smart Leadership:** Equip leaders to build and sustain high-performing, agile teams.
- **Strategic Bidding Techniques:** Boost win rates and competitive positioning in complex markets.
- **Effective Business Presentations:** Deliver persuasive, value-driven messages that win stakeholders and close deals.
- **Emotional Intelligence and Strategic Sustainability:** Foster collaboration and drive sustainable growth initiatives.
- **Advanced Negotiation and Conflict Resolution:** Master techniques that resolve disputes, create value, and protect margins.



Let's start a conversation  
about your organization's future.  
Together, we will shape it.



# Why SPA Is the Strategic Partner of Choice

## ➤ **Proven Expertise**

SPA's training and coaching solutions are specifically designed to tackle your company's needs, equipping teams to thrive in volatile, high-stakes environments. Our programs address sector-specific challenges with precision, ensuring maximum relevance and impact.

## ➤ **Custom-Tailored Flexibility**

We deliver training in English or Spanish, in virtual, in-person, or hybrid formats, with full flexibility to adapt to your operational demands.

Every program is customized based on an in-depth diagnostic, ensuring the training addresses your organization's top priorities.

## ➤ **Experiential, Action-Oriented Learning**

SPA's methodology goes beyond lectures. Through interactive workshops, immersive role-play, and real-world business simulations, participants build the confidence and capability to apply new strategies immediately.

## ➤ **Extensive Track Record of Success**

With over a decade of experience and more than 3,000 professionals developed across the world, SPA is a trusted partner for organizations seeking sustainable performance improvement and measurable results.

## ➤ **Commitment Beyond Training**

SPA is not a vendor; we are a long-term ally in your business growth. Our follow-through includes post-training reinforcement, progress tracking, and coaching options to ensure continuous development and ROI.



[CLICK HERE](#) to schedule a **free consultation** to explore how SPA can design a practical, results-driven session tailored to your company's needs.

**Diego Soler M.Sc.** 

## **Sales Performance Ally – Managing Director**

For more than a decade, thousands of clients have trusted him to deliver measurable, lasting results, and together, we have exceeded expectations.

A results-oriented petroleum engineer with a Master of Science in Environmental Engineering from the University of Houston and accreditation as a coach from The City and Guilds of London Institute, UK.

Has learned how to create engaging and practical training materials at Harvard University and is an expert in B2B sales with vast knowledge in commercial areas.



For over eight years, Diego worked as a senior sales and commercial instructor and later as a sales and commercial training manager for the western hemisphere (Europe, Africa, and the Americas) at the largest oilfield services company in the world.

Successfully transformed numerous sales teams by enhancing sales skills and behaviors using established methodologies to boost sales and improve profitability, focusing on nurturing long-lasting customer-company relationships to drive sustainable business growth.

### **EXPERIENCE OF OUR MD**

- 30+ years in O&G (most of the time in sales)
- 10+ years as instructor
- 5+ years as certified Coach and Mentor
- 3,000+ Professionals developed

# Testimonials

The training encourages me to thoughtfully assess if an opportunity aligns with our strategic objectives and if this alignment is evident in our response and pricing. The training makes me carefully consider whether an opportunity is strategic and if this is reflected in the response and pricing.



Given that negotiations are a significant part of our daily activities, the opportunity to enhance our negotiation skills based on technical fundamentals was not just beneficial, but empowering.

The practical exercises and experience sharing, particularly the role-playing sessions, provided us with the opportunity to apply what we learned, leaving us feeling prepared and confident for real-world scenarios.

The feedback and role-play help me become more aware of areas for improvement.



Although my role involves business development, combining technical and sales, I can use this training to shape my early thoughts on offering a competitive yet profitable deal.