

SCARED SO WHAT LTD & C.I.C.
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PRESS RELEASE

SCARED SO WHAT LTD, an accredited ITOL Centre, officially accredits the Supero leadership team as SSW Certified Instructors.

London, UK November 27, 2023 – SCARED SO WHAT Ltd. announced today that the organization has officially accredited the SUPERO leadership team with the SSW Certified Instructor award designation.

Supero is a trailblazing sales innovation consultancy that features a new Conversation Operating System (COS) bolstered on three distinct pillars to include:

1. **Modern sales skills** leveraging social media; Personal Brand & Social Influence,
2. **Measuring what matters** within new sets of sales behaviours, and
3. **Personal change leadership** prioritizing the individual while using the SSW methodology and digital app technology.

The founder of SCARED SO WHAT Ltd. shared “I could not be prouder of the dedication to excellence the team at Supero under the direction of Alex Abbott are taking. They are putting the salesperson and the customer at the centre focal point to help them in leading change that is inclusive and empowering,” said Dr. Grant Van Ulbrich.

SCARED SO WHAT® is a pioneering bespoke personal change model designed to help individuals and organizations focus on the effects and management of personal change for themselves and others. “The model is the first that focuses directly on the individual’s ability to accept and or reject change. It is fluid and not linear nor prescriptive as in prior change models. It has the power to support not only individuals and organizations in making overall change successful; but also, has been proven to support a greater buyer experience

and buyer satisfaction aligning sales motion with the customer experience effectively.

Alex Abbott is the leader of Supero and said “SCARED SO WHAT is the missing link that we’ve been searching for in the Conversation Operating System, a strategic solution designed to empower organisations to generate commercial conversations within their target audience. If we want organisations and salespeople to scale and grow, then we must bring about a process that supports inclusive change management of all people involved – not just the organisation. SCARED SO WHAT aligns with our mission to eliminate poor mental health in sales.”

The Supero leadership team to include Alex Abbott, Jackie Abbott, Jordan Abbott, and Megan Dugdale have all participated in the SSW Certification program and have been officially accredited after passing their oral boards administered by Dr. Grant Van Ulbrich. “Their dedication to learning and supporting others is inspiring. This accreditation is not only on behalf of SSW but is also accredited by the UK’s Institute of Training and Occupational Learning (ITOL) and each member receives their independent accreditation certificate as well”, said the founder.

SUPERO is a UK based sales innovator in transforming buyer centric sales performance and bringing positive mental health back to sales. Supero solves the problem all businesses are struggling with today, generating meaningful commercial conversations with one’s target audience. After three years of testing and development Supero has developed the first Conversation Operating System that empowers sales teams to develop predictable pipeline at scale. Compared with traditional outbound methods Supero’s system benchmarks shows that clients are on average:

- Speaking with 10.02% of their target audience asked
- Increase call rate by 30x
- Improve territory penetration by 15x
- Engaging with 6.4x more stakeholders in those active accounts
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For more information on Supero please visit www.supero.social or contact Alex Abbott at alex@mysupero.net

SCARED SO WHAT Ltd & C.I.C. is a UK, London based global consultancy pioneering the way for personal change within change management, executive & leadership coaching in supporting individuals, and organizations to foster inclusive change and transformation success. They feature the **SCARED SO WHAT APP** and the **SSW Certified Instructor** program and are authors of the new book ***Transforming Sales Management, Lead Sales Teams Through Change***, as published by Kogan Page Ltd. Dr. Van Ulbrich is also a keynote and a **TEDx Speaker** whose TEDx talk has surpassed 1 million views. He is also a certified transformation coach. For more information on the model, the program and offering as well as the certified instructors, please visit www.scaredsowhat.com.

INSTITUTE OF TRAINING AND OCCUPATIONAL LEARNING (ITOL) is a UK, Professional Body for trainers, coaches, and Learning & Development Professionals. In the year 2000 the UK government granted 'Institute Status' and since that time have become recognized as the premier organization for everyone involved in the world of training and development. For more information visit www.itol.org

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