



INDIVIDUAL COACHING FOR ORGANIZATIONS

Case Study: The Case of Sabrina's Confidence

Sabrina was a 52 year-old sales executive who presented as a very elegant and experienced woman, but she felt she had a need to improve her self-esteem and confidence in presenting to higher ups. She'd been in sales about 15 years and had done well enough to receive promotions, but wanted to improve. Sabrina felt that her lack of confidence in presenting to higher-up clients had cost her some sales. In an effort to help her improve, Sabrina's company contracted with me. They wanted to have her work with me to build her sales and confidence.

During our work together, Sabrina and I went through the 5 step process outlined in my book, *The Muse Process: 5 Essential Steps to Bring Your Vision to Life* – I taught her how to identify her muse, go into an alpha state, and vision what she wanted to accomplish. By the 5th session, Sabrina was feeling so much more confident that her sales increased significantly; she realized that by the first quarter, **she even exceeded her quota by 106%**, which had never happened before. Yes, that is correct, she exceeded her quota by 106% by doing this work.

Part of Sabrina's work during our coaching was connected with her desire to build her social and professional network, which the alpha state confidence pattern helped. Sabrina noted after learning the tools, she went to a tradeshow and connected with several doctors at the tradeshow to present her products.

After she did the exercise from the book called *What leads to an intuitive state?*, her creative unconscious prompted her to connect with more social groups. When she came out of the alpha state, she reported this finding to me and I asked her to identify two groups she wants to connect with this week. She chose two possibilities and attended those meetings. From doing this exercise then she connected with more potential clients and found another healthcare provider that had a need for her products.