

Bringing psychology, maths and science into business development

Swift Coaching is an international organisational development company, which has been incorporating the methodologies of business coaching, neuroscience coaching, profiling and practical corporate experience since 1990, enabling them to create bespoke and outcomes-based business development coaching courses, which are focused on enriching the corporate bottom line



Tanya Kunze, the CEO of Swift Coaching, is a highly sought-after keynote speaker specialising in the fields of sales, consciousness and leadership development. She is one of the leading speakers on neuroscience-based business development and was noticed on an international platform and elected as a LinkedIn Goodwill Ambassador in 2017. Kunze is a COMENSA registered professional business and neuroscience coach. Using her extensive local and international experience, Kunze has developed bespoke course material designed to enhance both the corporate

infrastructure and the individuals therein. Kunze is a professional speaker, facilitator, published author and the former Anchor of 'Healthy Business', which was flighted on DStv (CNBC Africa). She is also part of the coaching infrastructure at GIBS BizSchool.

With over 28 years of international experience in sales, marketing and strategy, Kunze brings an aspect to sales that is completely unique. She classifies herself as an 'innovator backed by neuroscience' and she is making an impact. By far, the most exciting and ground-breaking innovation to date that Kunze is bringing to the market, which has been her focus and life purpose since 2011, is to professionalise sales through accreditation. She is proud to announce that Swift Training Professionals, a sister company, is about to launch the first NQF Level 5, 2-year National Diploma in Sales. For the first time in South African history, school leavers, entrepreneurs and sales executives can join the professionals by wielding a sales diploma.

"Our sales diploma will be available through our sister company, Swift Training Professionals, and will be called 'Neuroscience of Sales'," says Kunze.

This completely revolutionises the sales profession as we know it, as it will structure and formalise the foundational sales essentials as well as salary banding, it will regulate within an unregulated environment and provide immeasurable opportunities for sales executives as well as companies throughout South Africa.

"For the first time, a school-leaver will be able to choose sales as an option to obtain a diploma. Would you even consider going into a surgical procedure with someone who claimed to have a natural gift for surgery, or be represented by an attorney who claimed only to have the gift of the gab? Yet, sales professionals have had to figure it out for themselves and Swift Coaching applauds the tenacity of salespeople, who have had no choice but to go out there and learn all the nuances of sales without an accredited course illuminating their way," Kunze says.

There is so much to learn about the psychology, science and mathematics of sales, and their passion is to bring this wealth of knowledge to South Africa's sales community.

Entrepreneurs will also be positively impacted by the accredited sales course, as one of the main reasons why entrepreneurs fail is the fact that they cannot sell. The one thing they can guarantee is that their funding will run out, but if they are taught to sell, they will be in a position to generate sustainable income.

Harnessing the power of selling has a potentially paramount impact on our economy if implemented correctly. Kunze is also the Associate Director of Sales Match, a UK-based company founded by Phil Hagen, which she brought to the South African market.

She highlights that, astoundingly, there are 48 types of sales profiles, all opening, selling and closing in their own unique way. There are no one-size-fits-all training methodologies within the Swift Coaching infrastructure, as each profile

is considered a powerfully unique individual and their skills are enhanced and developed as such.

Kunze states emphatically that everyone can sell—if you have a job, you sold yourself in an interview, if you have a friend, you sold your personality. She smiles as she says, "If you are married, you closed a deal."

Swift Coaching has profiled and coached thousands of people, proving that anyone can sell, they simply need to understand their sales strengths and how to apply the science and psychology underpinning them, in conjunction with definitive sales principles, to achieve their full potential

How it's done

Swift Coaching achieves this by initially following their tried-and-tested methodology of profiling, analysing and discussing the proposed solution to the identified areas of development and then implementing either an outcomes- or educational-based workshop, training process, consulting contract or group/individual coaching journey.

The business development coaching is focused on all levels of employees, from EXCO, GSuite and management to entry-level employees, with one goal in mind: to increase job satisfaction and the bottom line of the company they are dealing with.

The 'Neuroscience of Sales' Course

includes: (Offered as a coaching course through Swift Coaching)

- Personal profiling: understanding your unique profile and your areas of strength
- Customer profiling: how to identify the profiles of your customers to enhance sales conversion
- The psychology of sales: how to open, present, communicate, tell stories, sell, close and service your customers optimally based on your profile strengths
- The mathematics of sales: taking the guesswork out of sales with our close ratio formulas

Outcomes:

- The harnessing of sales skills, using the fundamentals of sales, based on your core competencies

- Being able to identify the profile of your customers and how best to sell to them
- Understanding and implementing close ratios
- Increasing productivity, overcoming communication barriers, achieving measurable goals and shifting presenteeism into motivation

The 'Power Of Positivity' workshop

includes:

- (Half- or full-day workshops. For all employees)
- The science underpinning consciousness: a motivational journey starting 450 million years ago, rich with self-discovery and resulting in the awareness of your consciousness potential
- Detoxifying negative thinking and managing stress by means of neuroscience enriched mindfulness

Outcomes:

- Motivation and a positive, conscious mindset

The 'BIG 5' leadership and self-development coaching process

(Offered as a 3-month coaching course through Swift Coaching)

- Challenging where you or your company are now
- Co-creating a critical path of where you or your company want to be
- Identifying and unpacking the blocks
- Ascertaining where you or your company are in the change process
- Building the roadmap
- How to implement with consistency
- Methodologies to stay on track

Outcomes:

- Increased focus, motivation, productivity, implementation and consistency

Who is Swift Coaching?

Swift Coaching is dedicated to leadership amplification, sales enrichment and harnessing the power of profiling, positivity and mindfulness. They are an international organisational development company, specialising in sales coaching, leadership coaching and consciousness coaching underpinned by neuroscience



What do they specialise in:

- Profiling
- Coaching
- Workshops
- Training
- Consulting

What is their market segment:

- Educational institutions
- Entrepreneurs
- SMEs
- Large companies
- Listed companies

Who are their typical clients:

- GSuite or EXCO
- Management (teams or individuals)
- Experienced employees (teams or individuals)
- Entry-level employees (teams or individuals)
- Scholars (groups)

How do they add value?

Swift Coaching has a definitive focus on the empowerment of your human capital and a keen eye on your return on investment (ROI) and return on relationship (ROR), they profile, discuss, analyse and agree on the most effective development strategy to positively impact the growth trajectory of your company.

They offer the following services:

- Profiling—sales-specific or individual DISC profiles
- 'Neuroscience of Sales'—course (2-day, 5-day, 3-month)
- 'Power of Positivity'—workshops (half-day or full-day)
- Neuroscience Coaching (group or individuals)
- Executive Coaching (group or individuals)
- Business Coaching (group or individuals)

The abovementioned coaching, courses or workshops are offered to companies to better their human capital, productivity, products and sales. Kunze says that you need to understand who your people are, manage them optimally and enjoy the positive rewards, adding that one thing all successful businesses have in common is their ability to sell their products or services. ▲