



# Individual Coaching, Consulting & Keynote Speaking

By Peta Sitcheff



**Through her futuristic outlook & relentless curiosity, Peta has the ability to identify commercial opportunity where others don't.**

Peta has demonstrated success leading teams to create & deliver on innovative projects that drive revenue growth and change the landscape of the market.

As an experienced Sales Leader accustomed to high performance environments, her impact lies not only in her ability to innovate and drive implementation but her passion for mentoring and developing capability within the people she leads.

# **Consulting**

**“It is the purpose behind  
your selling that brings  
power to your performance.”**

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## **The solutions I offer:**

- Create strategy that harnesses the full power of an organisation to develop innovative products that drive growth
- Analyse & create Story Brands that Hero the Customer & drive stakeholder & consumer engagement
- Demystify & introduce rescue strategy to complex commercial partnerships
- Enhance selling power of an organisation through the development of purposeful capability within its Sales Professionals
- Bring the Customer perspective to all commercial processes, innovation & company culture

## **Service Description**

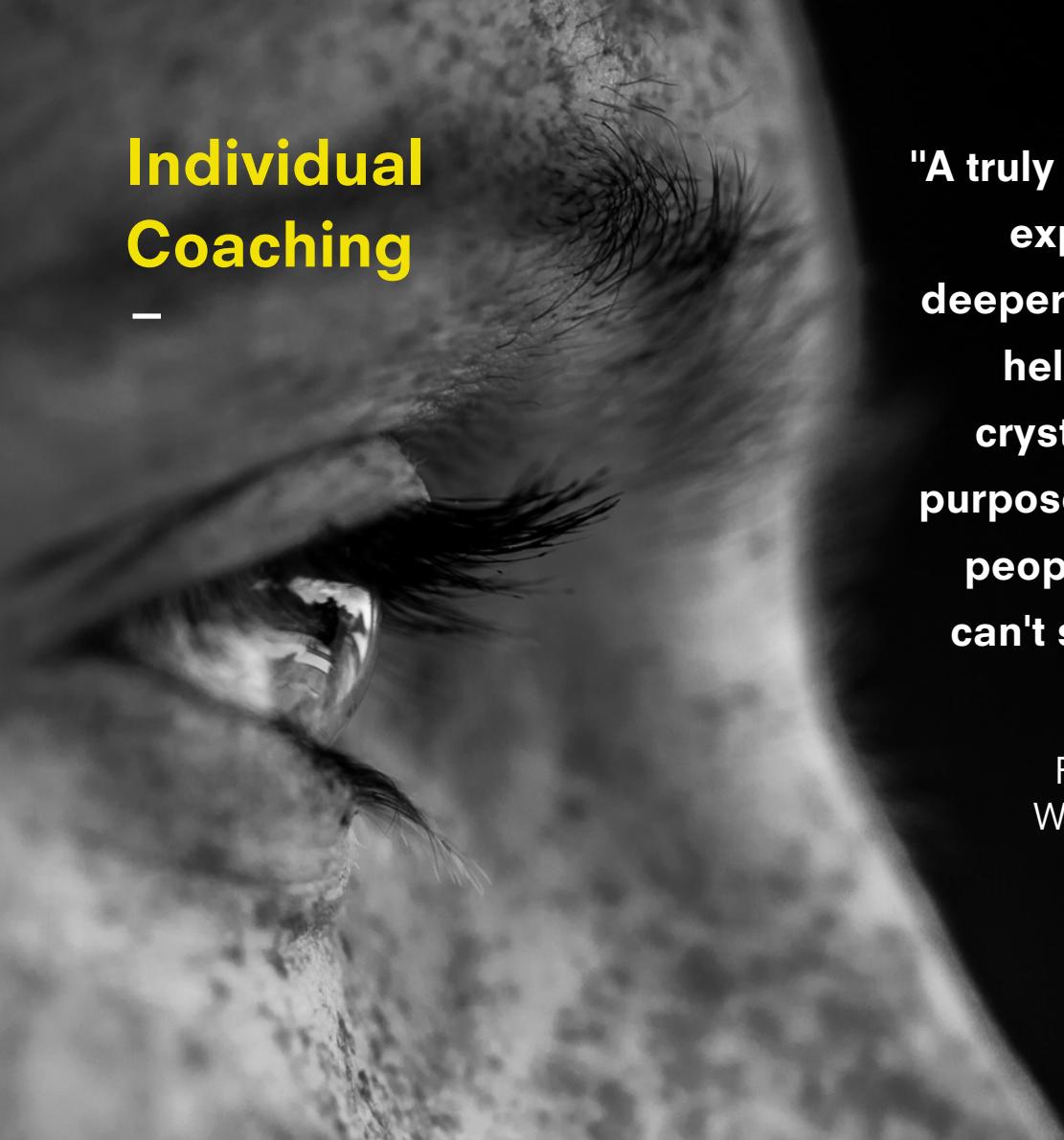
Daily, weekly & project rate available.



For further information or to request a quotation:  
**[peta@petasitcheff.com](mailto:peta@petasitcheff.com)**

# Individual Coaching

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"A truly transformational experience delving deeper into my brand & helping me achieve crystal clear clarity & purpose. You truly help people see what they can't see themselves."

Lyndall Mitchell  
Founder Aurora Spa,  
Wellness Ambassador

## Specialty Areas

### 1. Amplify Selling Power

Together we develop commercial courage, the lion trait that enables sales professionals to understand their value, test their limits & challenge their thinking.

You will be introduced to the 'Hero your Customer' engagement framework that encourages you to bring the customer perspective to the forefront of decision making & improve your ability to develop trusted partnerships.

For further information or to request a quotation:

[peta@petasitcheff.com](mailto:peta@petasitcheff.com)

### 2. Develop courage & clarity to be able to effectively Sell Yourself

Feeling professionally lost can have implications across all aspects of our lives. Together we reflect, create your success landscape & develop an action plan based on your personal value that will engage your future audience.

It is a journey that will bring confidence & clarity to your ability to navigate professional transition.

## Inclusions

4 x 1 hour sessions (in person or by phone)

Course material

Unlimited email contact between sessions



# Motivational Speaking

**“The most important sell we need to master is the art of selling ourselves.”**

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## Keynote Topics

### 1. My Story

"The Gratitude I Feel following my Experience with Burnout"

Finding the balance between professional satisfaction and personal happiness.

As published at [www.thriveglobal.com](http://www.thriveglobal.com)



For more information or to request a quotation:  
[peta@petasitcheff.com](mailto:peta@petasitcheff.com)