



Ascent

Elevating Commercial Performance

Transforming Behaviours. Driving Performance

The Challenge:

Brilliant experts. Uneven commercial capability

- ✓ Organisations are full of talented specialists
- ✓ Most were trained for specialist insight and expertise, not as sellers
- ✓ Growth depends on quality client conversations that directly nurture new opportunities
- ✓ Commercial capability is built through the right mindsets, skills and behaviours – creating a culture that drives growth.
- ✓ Becoming a trusted partner often requires a mindset shift for technical experts, who may worry about coming across as too salesy or pushy.



What we see

- Experts default to technical language
- Discomfort with 'selling'
- Fear of appearing pushy
- Inconsistent deal approaches
- Lack of structured methodology
- Limited coaching capability in leaders
- Over-reliance on a few rainmakers



Where this leads

- Stalled deals and long sales cycles, with consultants not grasping opportunities that may be present
- Discounting to win above being able to clearly differentiate through value-based offers
- Missed cross-sell opportunities with rainmakers operating in silo's
- Over-reliance on a few longstanding clients – the 'farmer' approach – over bringing in new clients as 'hunters'. This creates commercial risk due to concentrated revenue streams and limited growth opportunities.

Ascent:

A Behaviour-Led Solution to a Human Problem

Ascent is a sales methodology grounded in human behaviour, equipping your people with the mindset, skills and tools to drive sustainable commercial performance.



Ascent: Commercial Acumen Foundations

Mindset

Confidence and commercial thinking

Skills

Structured conversations

Tools

Practical frameworks and playbooks



5 Core Capabilities



Insight

Understanding
client priorities
and decision
drivers



Value

Positioning value
instead of
features



Influence

Managing
complex
stakeholder
conversations



Judgement

Navigating
indecision and
risk



Conversion

Turning
opportunities into
profitable work

Ascent: From Framework to Results

One approach. One
methodology. Applied
at every level.



The Result:
Trusted advisors who consistently
convert expertise into commercial
performance

Ascent: Results

Your People

- *More confident commercial conversations*
- *Stronger trusted-advisor behaviours*
- *Consistent use of a common methodology*
- *Improved ability to position value*
- *Greater comfort influencing decisions*

Better conversations

Your Pipeline

- *Better-qualified opportunities*
- *Clearer deal strategies*
- *Faster progression through decision stages*
- *Reduced stalled deals*
- *Higher quality proposals*

Better opportunities

Your Organisation

- *Increased win rates*
- *Shorter sales cycles*
- *Stronger client relationships*
- *More predictable revenue*
- *Less reliance on a few key individuals*

Better results



Ascent: Elevating Commercial Performance

Ascent is a sales methodology grounded in human behaviour – equipping your people with the mindset, skills and tools to drive sustainable commercial performance by building trusted, high-value client relationships.



Our Market Asserting Products
and Specialist Operating Companies



People Risk
&
Diligence



Assert ership Advisory,
Executive Search & Interim



Assert ership
Assessment,
Development &
Performance

Proprietary Analytics



PsyCap Potential
measuring capabilities developing potential



Positive Resilience Profiler
developing potential delivering growth

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