



The Sales Athlete
Transformation:

Unlocking
Sustainable Peak
Performance

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Our Integrated Training and Coaching Ecosystem: Practice, Performance, and Continuous Improvement.

Our engagement goes beyond traditional lectures. We create a dynamic 'training ecosystem' that includes interactive workshops, realistic role-playing scenarios (your 'practice'), and personalized coaching to embed new skills and strategies, using the aggregation of marginal gains approach.

We don't just teach; we facilitate experiential learning. Your team will actively practice and refine their skills in a safe environment, receiving immediate feedback to accelerate their development.

Our coaching extends beyond the training room, providing ongoing support and accountability to ensure lasting behavioral change and continuous improvement in real-world sales situations.

We tailor our 'training regimen' to your specific needs, incorporating workshops for strategic understanding, role-playing for skill refinement, and coaching for sustained performance gains.



Our “Business Athlete” Methodology

We don't just train for individual sales calls; we develop well-conditioned 'business athletes' prepared to excel across the entire sales lifecycle. Our methodology mirrors athletic training principles: consistent skill development, strategic play execution (sales process), and ongoing coaching (through existing sales managers) for peak performance at every stage.

Unlike traditional sales training, our approach emphasizes continuous development, ensuring your team is always sharp, adaptable, and ready to perform at their best – from initial prospecting to long-term account management. We focus on building fundamental sales skills, refining strategic execution, and fostering a mindset of continuous improvement, just like elite athletes.



Maximize Your Team's Potential: An Internal Performance Assessment

Performance Scorecard Review: We meticulously analyze your historical sales numbers, identifying trends, top performers, and areas needing focused development.

Athlete Evaluation: We help you determine if you have the right salespeople in the right sales roles. Are your "athletes" positioned to leverage their strengths? Do your team members possess the necessary skills and drive for their assigned responsibilities?

Coaching Staff Assessment: We evaluate your sales leadership to ensure they are equipped to effectively coach, mentor, and inspire your team to achieve peak performance. Are your leaders fostering a culture of continuous improvement and accountability?

Team Formation & Structure: We analyze if your sales team is set up correctly for optimal efficiency and collaboration. Are territories aligned? Are reporting structures effective? Is your team built for the specific "game" you're playing?



Achieving Peak Sales Athlete Performance: Key Areas of Mastery



Laying the Foundation: Our Internal Performance Diagnostic

- Analyzing Your Historical Performance Metrics.
- Athlete Evaluation: Identifying Your Team's Strengths and Opportunities:
- Coaching Staff Assessment: Empowering Your Leadership Team:
- Team Formation & Structure: Optimizing Your Playing Field:

The Sales Athlete's Core Conditioning: Foundational Skills Mastery Workshops

- The Art of Connection and Discovery (Elite Listening & Questioning)
- Value Articulation and Differentiation (Crafting Your Winning Play)
- Navigating the Sales Cycle with Agility (Strategic Play Execution)
- Objection Handling as Opportunity (Turning Defense into Offense)



Elevating Performance: Advanced Skills and Strategic Mastery

- Developing Differentiated Decision Criteria (Shaping the Playing Field)
- Presenting with Impact and Influence (Delivering the Winning Performance)
 - Mastering Negotiation and Closing (Securing the Win)
- Strategic Account Management (Long-Term Championship Performance)

Equipping the Modern Sales Athlete: Leveraging Performance-Enhancing Tools and AI

- Prospecting Powerhouses (ZoomInfo, Seamless.AI):
- Customer Relationship Management (CRM) Hubs (Salesforce, HubSpot):
 - Conversation Intelligence (Gong, Clari):
- Artificial Intelligence Assistants (Google Gemini, Microsoft Copilot):
- Automated Follow-Up Strategies (Integrated CRM Features & AI-Powered Tools):

Limited Engagements

Due to my ongoing Executive Leadership role within the high-tech sales industry, combined with my volunteer work and leading a charitable organization, I intentionally limit the number of comprehensive sales training and consulting engagements I undertake each year. This focused approach ensures that each client receives my dedicated attention, deep expertise, and a truly transformative experience, driving significant and sustainable results.

If you're serious about elevating your sales team's performance, I encourage you to connect and explore potential engagement opportunities and availability for the coming year.

Matthew Carpenter

B.S., Mgmt. & Computer Science
M.S., Engineering Management
Ph.D. (abd), Technology Management

Matthew Carpenter is a results-oriented leader and seasoned consultant with over 25 years of award-winning experience in building and scaling high-performing sales organizations within the technology and managed services sectors. His deep expertise spans rapid sales team evaluations, customer and contract diligence, and future revenue viability assessments, particularly within the context of mergers, acquisitions, and growth initiatives.

Backed by a strong academic foundation including advanced degrees and ongoing doctoral research in technology management, Matthew combines strategic insight with practical, hands-on experience, consistently exceeding expectations and driving significant revenue growth. His unique ability to quickly understand complex business environments and build successful sales engines, even with minimal initial subject matter expertise, makes him a valuable partner for organizations seeking rapid and sustainable performance improvements.

Oracle Cloud Infrastructure Architect (OCI)

Cisco Certified Network Associate (CCNA)

AWS Technical Professional

AWS Business Professional

Microsoft Certified Professional (MCP)

CompTIA A+

Six Sigma Yellow Belt

Databricks Gen AI Accreditation

Fortinet Cybersecurity Certified