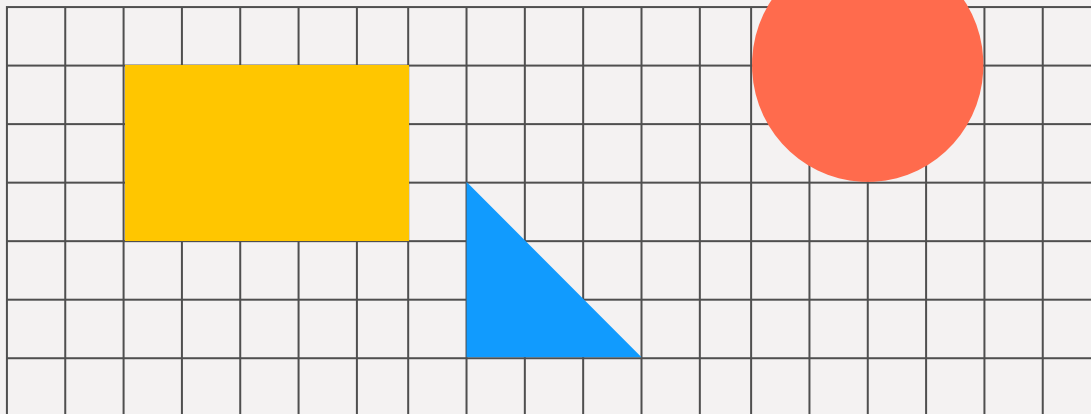


*Let's Talk:*

# Brand refreshes build momentum.

The mood, the vision, and the positioning of the work you do only enhances your own understanding of your philosophy and who you surround yourself with.



High-performing women create stable, lucrative businesses founded in purpose.

Often, the initial branding and assets of these brands come from a softer and overtly purpose-led place.

At Wemaygo, we believe in elevating your authentic story and crafting a sophisticated, commercial brand that is a bold reflection of your business and helps you land the clients you want to work with.

We don't reinvent the wheel, we work through your ambitions, the opinions of your closest collaborators, and client prospects to find your unique value proposition within your niche.

Then, we wrap that positioning into a digital footprint you can use immediately.

Know and own your value.



# Before

A collection of assets supporting a founder's ambition.

**Upgrade Your Sales Team - Fast**  
Sales leaders trust me to turn underperforming training programs into high-impact, profit-generating systems that develop confident, effective reps.

**Marie Rodgers, MBA** 1st  
Accelerating Sales Performance Through Expert Training & Enablement | Transforming L&D Programs for 41% YOY Growth | Former Team Canada Athlete &avid Reader  
Toronto, Ontario, Canada - [Contact info](#)  
500+ connections

**Ignite Your Team: Keynotes that Shift Mindsets & Move Metrics**  
I help teams navigate change, new product launches, and motivation slumps. I don't just speak at your team; I facilitate a shift in their mindset. Whether it's a Sales Kick-Off, a leadership offsite, or a team-building event, I deliver high-energy, actionable insights.

**Human Growth Happiness**  
The Problem: Your team crumbles when the client pushes back.  
The Shift: Practical, psychology-backed negotiation tactics to protect your deal size and close with confidence. Based on my game lecture at the Ted Rogers School of Business.

**Wired to Win: The Psychology of High Performance**  
The Problem: Burnout, stagnation, or a "flat mindset" is slowing down even your veterans.  
The Shift: Leveraging research on adult learning to break bad habits and rewire the brain for resilience and growth.

**Current Situation**  
Most beyond isolated improvements and implement a holistic, sustain organization through:  

- Uncovering the root causes of inconsistent performance through assessment of the sales people, processes, and culture, and how challenges holding the sales team back.

# After

A cohesive brand footprint with a refined voice that connects.

**Train like an athlete. Sell like a pro.**

Marie Rodgers | HumanGrowthHappiness

**Marie Rodgers, MBA** 1st  
Growth Mindset Speaker | Sales Enablement | Advisor | Lecturer | Former Team Canada Athlete  
Toronto, Ontario, Canada - [Contact info](#)  
500+ connections

**Core Pillars**  
A methodology built on proven principles

**Elite performance principles** → Marie applies training methodologies her experience in world-class athletics and strong woman training. These disciplines share a common foundation: deliberate movements, immediate feedback and incremental skill building create mastery.

**Deliberate disciplined practice** → Most training focuses on knowledge transfer. Marie focuses on skill development through structured sessions, role playing with real scenarios and data-driven progress tracking.

**Psychology of learning** → Understanding how adults learn and retain skills is critical. Marie incorporates cognitive science principles: spaced repetition, retrieval practice, and... not

**Highlights**  
1 mutual group You and Marie are both

**About**  
Your sales organization needs to...  
Most sales enablement fails because of intensity training principles of w

**Activity**  
1,916 followers

**Train like an athlete. Sell like a pro.**  
We build cultures of consistent measurable improvement through deliberate practice, data-driven coaching, and world-class performance principles.

**The problem with traditional sales training**  
Most sales enablement programs fail to create lasting change.

- Energy spikes that fade**  
Traditional one-time workshops create temporary energy, but sales reps are engaged, but... not
- Lack of deliberate practice**  
The one workshop that provides a foundation for skill development without providing... not
- Static workshop mentality**  
Most sales enablement programs fail to create lasting change. Performance... not

Softchoice FedEx Grainger Rogers

Before

A collection of assets supporting a founder's ambition.

**Why The Corporate Bestie?**

Elizabeth Taylor is a sales enablement and leadership development expert who understands if it doesn't make a seller's job easier, helps them sell better, or make more money, it's not worth doing. Each workshop is tailored, in person or virtually, to meet the clients' goals and drive behavior change. Elizabeth owns the entire program management process so you don't have to use your internal resources.

**Qualifications**

- Bachelor of Education, English
- Master of Education, Adult Learning and Leadership
- 21 years working in commercial/corporate operations
- 20+ years working in Learning and Development
- 2000+ hours of facilitation experience
- 800+ global sales professionals trained
- Diversity programs: NFS Score 9.3

**Core Focus Areas**

- Seller Skill Development
- New Hire Onboarding
- Sales Leader Development
- Sales Enablement Strategy
- Sales Process
- Tech Stack Assessment
- Program Evaluation and Measurement

**The Corporate Bestie**

**Service Portfolio**

Needs Analysis

Sales leader coaching, sales skill development, quota attainment, and performance management are all things the business needs to focus on, but implementing a training solution isn't always the right answer. We identify sales performance gaps impacting your engagement, retention, and KPIs so you can bring a tailored solution to the problem for which you're seeking. Classic sales, right?

Sales Enablement Strategy

Not all sales organizations operate the same, but one thing that does hold true is the need for tools and process to enable the sales funnel to help businesses realize revenue faster. We design scalable enablement strategies that align your sales needs to your CRM strategy and revenue targets.

High Impact Workshops

No more boring trainings! Sales people need modern and interactive sales tactics that work immediately. One size fits all does not fit for the uniqueness of your sales team when you have critical skills of buyers, content, business issues, and solutions to bring to market. Our experiential and high engaging workshops will leave your sales wanting to come back for more training.

After

A cohesive brand footprint with a refined voice that connects.

**Happy sales people lead to results**

We make your job easier so you can sell more. Sales enablement (that your team will factually) appreciate.

**Elizabeth Taylor** | 1st Sales Enablement & Growth Partner | Helping B2B Sales Teams Diagnose What's Actually Broken and Fix it | Founder, TCB Greater Chicago Area - [Contact info](#)

www.thecorporatebestie.com

5,894 followers • 500+ connections

R.M. Michalee, Erin and 36 other mutual connections

[Message](#) [View my services](#)

Profile enhanced with Premium

**About**

Elizabeth Taylor CEO, The Corporate Bestie (773) 255-2374 www.thecorporatebestie.com

"If it doesn't make a seller's job easier, help them sell better, or make more money, it's not worth doing."

**The Corporate Bestie**

**Happy sales people**

If you're going to do something, do it well.

Align the right stack of technology, data and people to create an empowered sales team.

**Happy Sales People**

TCB was built to align the right stack of technology, data and people to create an empowered sales team.

We gain greater understanding, an eye for detail, and human connection to deliver sales solutions that your team will actually use.

**Needs Analysis**

Health & performance gaps, operational inefficiencies, and more.

**Enrollment Strategy**

Align tools, processes, and team with each target.

**Training Design and Facilitation**

Experiential and engaging content to maximize team performance.

**Our numbers**

- 1000+ Global Sales professionals trained
- 2100+ Hours of facilitator delivered
- 9.3 Overall programmatic NFS score

**The "Metric Mirage"**

Solve complex customer behavior and engagement models for your team, focused on high-impact areas like buyer confidence and content discoverability.

**Sales and Marketing Misalignment**

Solve collaborative or collateral that reflects actual buyer conversations and save 10% of your reported deal due to misalignment.

**Poor Training Application**

Eliminate least and high-performing training for your teams that combats a 70% forgetting curve for new information.

**Tech Overload and Duplicative Systems**

Solve gaps your enablement tools with CRM that delivers accurate reports with granular feedback, reduce data silos and get back to having a real-time sales cycle that limits the day-to-day overhead for your team.

**Antiquated Frameworks from Large Vets**

Eliminate outdated frameworks used by your market and competitor's with personalized, senior-level attention and direct access to a more reliable delivery.

TCB's transparency and authentic communication meant we could collaborate with and use their ability to understand the training needs of diversified audiences. They also saw the strategic and opportunistic in each, and look for ways to challenge their growth with proper development intervention.

Results Measured: ROI and Funding, Retention

# Outcomes

\$5,000 + tax

3 weeks

5 hours of your time

10-14 deliverables

An all-in one brand strategy service:

- ❑ Brand Scaffolding
- ❑ Graphic Design - the visual polish that brings it together
- ❑ Copywriting - the voice of your brand in all messaging
- ❑ Positioning - how and why your audience should buy from you
- ❑ Offerings - how you should structure your services that lines up with your positioning

Deliverables:



# What is brand scaffolding?

Scaffolding is how everything that you do neatly falls into place for people when they think of you and your brand. What you do and how you do it cascades from your name all the way to each offering in your portfolio.

We craft this scaffolding together.



Your Name/ industry:

HumanGrowthHappiness / Sales Enablement

Your Tagline:

Train like an athlete. Sell like a pro.

Your Method/mission:

Everyone has the capacity to grow and athletes know that better than anyone. We all need cycles to learn, practice and reflect so that we're ready when it's time to perform. Successful athletes don't just show up, your salespeople shouldn't be expected to either.

Your Bio:

Marie is the performance partner for sales organizations bridging the gap between strategy and day-to-day realities. Transforming programs to 41% YOY Growth. From being the shyest teenager to an expert sales person. Marie has proven that building out short intense cycles has exponential impact on your sales objectives.

The Need:

*"Something isn't working. My team isn't hitting our targets."*

*"We're scaling and our system is breaking."*

*"We need to gain momentum."*

Your hook/ portfolio:

Sales Enablement: Fix the system

Paid Speaking: Inspire the people

Your Services:

Audit & Advisory

Program Design & Delivery

Training

Speaking

Teaching

Your Offerings:

Sales performance diagnostic to identify root causes and improvement opportunities

Building or redesigning sales enablement and onboarding programs.

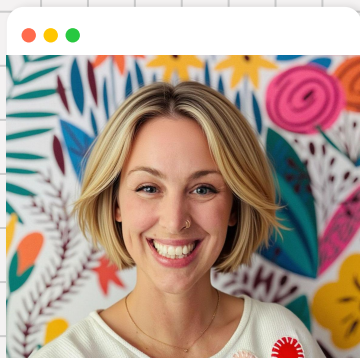
Training and enablement programs to upgrade sales reps on key selling skills.

High impact speaking sessions for sales kick-offs, leadership events, and team meetings that challenge how sales teams think, shift mindset.

# Process

Date	Milestone	Homework
TBD Week 1	We get oriented to your business, the work you do, your vision and how the work gets done. We learn as much as we can in this period.	<ul style="list-style-type: none"><li>• Share any original assets that you are using for your business. (6-10 items)</li><li>• Participate in a 1hr kick-off brainstorm where we discuss your vision for your brand.</li><li>• Book 2-4 calls with past, current and potential collaborators and clients for week 2 and 3.</li></ul>
TBD Week 2	We start to triangulate on where your brand can be differentiated and what type of sophistication you feel is best. We discuss options and paths forward while reviewing what we've learned from peer interviews.	<ul style="list-style-type: none"><li>• Make time for a 30 minute progress check-in.</li><li>• Finish booking any calls with past, current and potential collaborators.</li><li>• Make time for a 30 minute interview debrief and preliminary direction review.</li></ul>
TBD Week 2-3	We bring the brand direction to life in draft formats across all assets in order for you to review and refine the final direction. We can bring in more peer interviews if you'd like market research done on the plan.	<ul style="list-style-type: none"><li>• Make time for a 30 minute progress check-in.</li><li>• Virtual photo session if we're updating your headshot.</li><li>• Provide revisions, comments and approvals.</li></ul>
TBD Week 3	We transfer all assets and access to you through gDrive and provide you any additional guidance in order to start using your new brand immediately.	<ul style="list-style-type: none"><li>• Final review of all assets.</li><li>• Hand-off meeting with links and feedback.</li></ul>

# About Andrea



**Book  
a call  
here.**

**My brand.**

I'm a pissed-off optimist.  
Women led-brands need  
more attention.

Trains: Direct, honest, warm,  
knowledgeable, hopeful

I've crafted multi-million dollar brand and marketing campaigns in management consulting, architecture and IT. I've built net-new GTM plans and offerings for Fortune 500 companies. I know what sophisticated, corporate level buyers are looking for. AND, I own my own purpose-led business. Purpose and corporate can live together, it's a balance that I love to navigate.

Brand refreshes build momentum.

You shouldn't break the bank doing this.  
Your refresh shouldn't be a prolonged process.  
Start your refresh now.

