

COURSE GUIDE

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**£748**

Three modules

Two coaching calls

Email support

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**Andrew Sykes | MCGI Level 7**

Acumen Seals and Pumps Limited

36 Years in Technical Sales

THE IDENTITY EDGE

# Stripping the Mask of Performance

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Most salespeople were trained on products.  
Nobody trained them on themselves.

This course fixes that.

Not with scripts.  
Not with closing techniques.  
With one honest confrontation  
and the coaching to see it through.

**Most salespeople were trained on products.**

***Nobody ever trained them on themselves.***

The Identity Edge is the course that fixes that. Not with scripts. Not with frameworks. Not with another closing technique. With one honest confrontation — and the coaching to see it through.

## Who This Course Is For

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You have been in sales for a while. You know your product. You understand the application. You can answer almost any technical question a customer asks.

And you are still losing deals you should be winning.

Not because of the product. Not because of the price. Because somewhere along the way you stopped being yourself in a sales conversation and started performing a version of what you thought a salesperson was supposed to be.

You pitch when you should be listening. You defend price when you should be establishing value. You fill silence with product information when the customer needed you to ask one more question.

You built a mask. You wore it so long you forgot it was there.

This course is for the salesperson who is ready to take it off.

**This course is also for the sales leader**

who has watched talented people underperform for years and never been able to name exactly why. The answer is not technique. It is identity. And this course names it precisely.

# The Problem This Course Solves

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Most sales training teaches people to do things differently.

The Identity Edge teaches people to be something different.

That distinction is the entire point.

Technique training produces short-term behaviour change. It works until the pressure arrives. Then the mask goes back on. The price conversation happens before the value is established. The pitch starts before the gap is found. The customer leaves feeling sold to rather than helped.

Identity work produces permanent change because it removes the need for the mask.

This course does not add a layer on top of what you already do.

It strips away what has been covering who you actually are.

## ***Who were you before you started performing?***

That is the question most salespeople are never asked. It is the question at the centre of this course. And the answer changes everything.

# What the Course Covers

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## Module One — The Mirror

### *Seeing Yourself For The First Time*

Most salespeople have never seen themselves clearly in a sales conversation. This module holds up the mirror.

You will see the mask you built, understand precisely where it came from, and confront the cost of wearing it for as long as you have.

This is the most uncomfortable module in the course. It is also the most important.

Nobody changes what they cannot see.

## Module Two — The Car Park

### *Preparation as Respect*

The customer decides in the first ninety seconds. Before you say a word.

This module covers what proper preparation actually looks like. Not skimming the website on the drive over. Knowing the company, the person, the pressures, and the real risk they are managing before you walk through the door.

You will also understand what the buyer is really weighing up in every meeting. It is never just the product. It is the consequence of getting it wrong.

Preparation is the thing that makes a buyer feel safe enough to decide.

## Module Three — The Meeting

### *Curiosity as the Only Sales Skill That Actually Matters*

This module covers everything that happens in the room. Curiosity. Listening. Not pitching on the first call. Finding the gap before you fill it. Redirecting the price conversation to the consequence conversation. Leaving with a committed next step.

It closes with the final scene of the entire course.

The Drive Back.

The same car park from Module One. The same person. Completely different outcome. Because they got in the car and asked the question they used to drive past without stopping for.

That moment is the transformation made visible.

# What Is Included

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## Three Course Modules

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Three full PDF modules with deep teaching content, real worked examples from 36 years in the field, and structured exercises that produce real written outputs. Not reading material. Working documents.

## A Coaching Call at the Start

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A personal Teams call with Andrew Sykes before you begin. This is not an orientation. It is a coaching conversation. You will set your intention, identify the specific mask you are carrying, and agree the one shift that will make the biggest difference in your next customer meeting.

## A Coaching Call at the End

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A personal Teams call with Andrew Sykes after you have completed all three modules and the exercises. This is your accountability session. You will review what changed, what you discovered about yourself, and what your next ninety days look like as a direct result of the course.

## Email Support Throughout

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Direct email access to Andrew throughout the course. If a module raises a question, if an exercise surfaces something you want to explore further, if you want to sense-check something before a real customer meeting — the line is open.

## 36 Years in the Room With You

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Every example in this course is real. Every mistake described was made. Every principle was learned in a real field sales environment over 36 years. This is not borrowed theory. This is field experience packaged as a course.

## What You Will Leave With

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A clear understanding of the mask you have been wearing and precisely why you built it.

A preparation standard for every customer visit that makes you the only person in the room who actually understands what the buyer needs.

The five disciplines of a skilled meeting. Curiosity. Listening. Not pitching. Redirecting price. Leaving with a committed next step.

A drive back protocol. Three questions you answer after every meeting for the next thirty days. The practice that turns a course into a permanent shift.

A letter to yourself. Sealed today. Opened in ninety days. The measure of whether the course worked.

Two personal coaching sessions with someone who has been in those rooms for 36 years.

The knowledge that the salesperson you were always capable of being was never lost.

They just needed someone to show them the way back.

## About Andrew Sykes

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Andrew Sykes MCGI is the founder of Acumen Seals and Pumps Limited. He has 36 years of experience in technical sales, sealing engineering, and commercial leadership.

He is not a motivational speaker. He has never borrowed a framework from someone else and repackaged it as his own. Every principle in this course was learned in real field conditions, on real accounts, with real teams, in industries where getting it wrong has a measurable cost.

He built The Identity Edge because he spent 36 years watching talented salespeople underperform, not because they lacked knowledge or capability, but because nobody had ever shown them who they actually were in a sales conversation.

The mask got built early. It got worn for years. And the potential underneath it never got the chance to surface.

This course is the chance.

### **Andrew Sykes MCGI**

Founder, Acumen Seals and Pumps Limited

***36 Years Solving Seal Problems. And the occasional sales one.***

**MCGI Level 7**

## Your Investment

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Three modules of deep course content. Two personal coaching calls. Direct email access throughout. 36 years of real field experience in the room with you.

**£748**

Complete course including two personal Teams coaching calls  
with Andrew Sykes MCGI and email support throughout

One deal won that would otherwise have been lost to a price conversation pays for this course many times over.

One account saved because you understood what the buyer was really afraid of instead of pitching at them pays for this course many times over.

One salesperson who strips the mask and starts operating as the person they were always capable of being pays for this course in every meeting they ever have from that point forward.

This is not a cost. It is the only investment in sales development that works at the level where performance actually changes.

# How It Works

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## Step One

### **You get in touch.**

Email [office@acumenseals.co.uk](mailto:office@acumenseals.co.uk) or send a direct message on LinkedIn. Tell Andrew you are ready to start. He will confirm your place and arrange your opening coaching call.

## Step Two

### **Your opening Teams call.**

Before you open Module One, you and Andrew spend time on a Teams call. You will discuss where you are now, what the mask looks like for you specifically, and what the one shift is that will make the biggest difference. This call sets the context for everything that follows.

## Step Three

### **Work through the three modules.**

At your own pace. Each module has deep content, a real worked example, and six structured exercises. Do not skip the exercises. They are the course. The email line is open throughout.

## Step Four

### **Your closing Teams call.**

When you have completed all three modules and the exercises, you and Andrew spend time on a final Teams call. This is your accountability session. What changed. What you discovered. What your next ninety days look like. What the drive back question produced.

## Step Five

### **The ninety days.**

You open the letter you wrote to yourself in Module Three. You review the drive back questions you answered. You look at the person who started this course and the person who finished it. That distance is the measure of what the course did.

*The mask was never you.*

*The art was always yours.*

You just needed someone to remind you it was there.

## Ready to Start

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This course is not sold on a checkout page. It begins with a conversation.

Get in touch directly. Andrew will respond personally.

**Email**

**office@acumenseals.co.uk**

**LinkedIn**

**Send a direct message. Search Andrew Sykes MCGI.**

**Website**

**acumenseals.co.uk**

**Phone**

**07767 842601**

Places are limited. Both coaching calls are personal and delivered by Andrew directly.  
There is no automated version of this course.

### **The Identity Edge: Stripping the Mask of Performance**

£748 | Three modules | Two personal Teams coaching calls | Email support throughout

Andrew Sykes MCGI | acumenseals.co.uk