



# KYM COUSINS MEDIA KIT



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Book - 'Selling with Heart'  
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# BIO

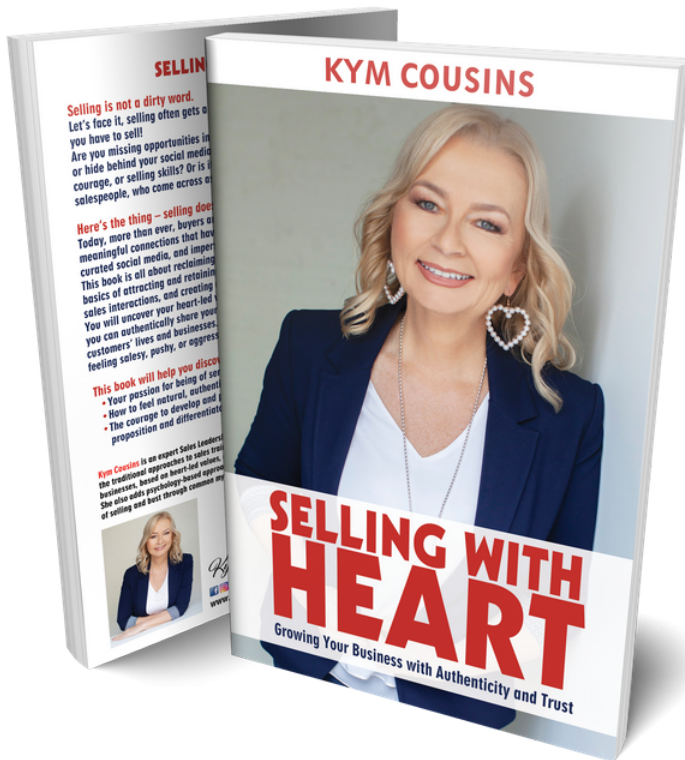
**'To develop authentic connections and relationships in business you need to be your authentic self. Still, in these days of global markets, unlimited competition and the razzle-dazzle of social media it's easy to get stuck, overwhelmed or lost in the mix.'**



As a coach, trainer, facilitator, author and keynote speaker, Kym Cousins empowers sales leaders, business owners, entrepreneurs and professionals to cut through the hype and bring back the heart-based connection that smart sales are built from, empowering them to grow business with authenticity and trust.

Kym's passion for enabling success and developing people in the areas of sales, marketing, communication and leadership stems from over 20 years of leadership/sales enablement roles in the corporate sector, where she led teams in some of the world's most recognisable IT brands across Australia, New Zealand, South East Asia and North America. As founder and director of Sprout Business Growth, a national training consultancy based in Queensland, Kym draws on this background as well as the use of evidence-based psychometric assessments, to train, coach and mentor her clients to deliver predictable business growth.

Self-awareness in hand, she then equips them with the practical information, content and tools they need to leverage their strengths with ease, at each point in the sales journey. The outcome? They can promote their ideas, their products and themselves naturally and authentically to increase sales pipeline, convert sales, retain and grow customers and develop leadership.



# BOOK SUMMARY

Author: Kym Cousins

Category: Business

Print ISBN: 978-1-922340-50-4

RRP: \$24.95



Available on  
Amazon, Kindle  
and Audible

## **Selling is not a dirty word.**

Let's face it, selling often gets a bad rap, but to be successful in business – you have to sell!

Are you missing opportunities in business and life, because you avoid selling, or hide behind your social media? Could it be due to lack of confidence, courage, or selling skills? Or is it that you just don't want to be like 'those' salespeople, who come across as salesy, pushy, or aggressive?

## **Here's the thing – selling doesn't have to (and shouldn't) be like that.**

Today, more than ever, buyers are craving 'human-to-human' contact and the meaningful connections that have been lost in the big wide world of overly curated social media, and impersonal chat bots.

This book is all about reclaiming that connection, by getting back to the basics of attracting and retaining loyal customers, being confident in your sales interactions, and creating a winning mindset.

You will uncover your heart-led values and natural (sales!) superpowers – so you can authentically share your expertise with the world and improve your customers' lives and businesses. The best part? You can do it all without feeling salesy, pushy, or aggressive.

## **The book will help you discover:**

- Your passion for being of service to your customers.
- How to feel natural, authentic, relaxed, and excited about selling.
- The courage to develop and promote yourself as a unique selling proposition and differentiator in your market.

# BOOK ENDORSEMENTS



*"If you are new to selling or struggling to make your sales number, 'Selling With Heart' will immediately help you tap into your purpose and passion and gain the confidence you need to achieve your sales goals!"*

**Jeb Blount, CEO of Sales Gravy and Author of INKED**

*"Whether you're a CEO seeking to scale, an entrepreneur seeking start-up funding, or a leader seeking to connect, this book will become your bible for how to sell with confidence. Sales leaders and salespeople will discover that selling can be a noble profession, where you are driven by a desire to make a positive difference in the lives of others, both personally and professionally. 'Selling with Heart' is beautifully written with practical advice and relevant stories. Kym has a wealth of experience that she shares with candid authenticity."*

**Tony Hughes - Best selling author and #1 sales influencer Asia-Pacific**



*"As they say, without a sale nothing happens, yet so many people feel that sales are tacky. I've read many books on sales strategies but nothing like this. Kym actually tackles the real challenges people face when selling and gives practical yet easy to use techniques that can literally change the way you sell immediately. Like everything, there is an elegant way to sell and Kym shares the exact strategies she uses every day. I would highly recommend this book to anyone truly ready to change the way they sell from feeling 'icky and tacky' to being confident selling their products or services by understanding that they are serving their clients, not selling to them. Well done, Kym!"*

**Shar Moore CEO/Founder YMagazine**

*"In a disconnected world of social media and smartphones, and with AI, VR and augmented reality now upon us, it's never been more important for sales people and business owners everywhere to connect with their precious customers at a deeper level. The way we used to before the onslaught of technology. If you're head's nodding, then I highly recommend 'Selling with Heart' be your next read."*

**Tim Reid - Host of The Small Business Big Marketing Show**  
[www.SmallBusinessBigMarketing.com](http://www.SmallBusinessBigMarketing.com)



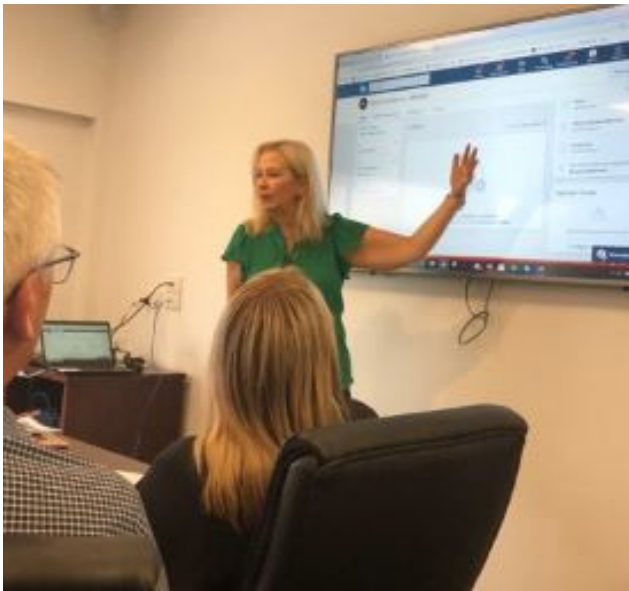


## Keynote Speaker

EVENT MC, SPEAKER, FACILITATOR

Keynote Topics include:

- Selling with Heart during Tough Times
- Uncover your Superpowers & share with the world
- Personal Branding for Salespeople, Professionals & Entrepreneurs



## Training Workshops

CLASSROOM & WEBINARS

- Leveraging LinkedIn for Business (Sales)
- Selling with Heart
- Selling during Tough Times
- Team Communication and Collaboration
- Mate to Manager
- Business Etiquette
- Leadership Accelerator



## Coaching

SALES & LEADERSHIP

- Online Sales Enablement Platform
- 1:1 and group coaching
- Face to face, or via phone/Zoom/Skype
- LinkedIn for Selling
- Sales Deal Coaching
- Winning Mindset
- Selling Confidence
- Personal Branding for Influence & Impact
- Planning & Goal Setting
- Sales Strategies
- Accountability
- Personality Profiling
  - (DiSC, Myers Briggs & Emotional Intelligence)



# INTERVIEW QUESTIONS

1

What prompted you to write 'Selling with Heart'?

2

Who should read 'Selling with heart'?

3

What is a 'snake oil salesman'?

4

Who is better at selling - introverts or extraverts?

5

What's the importance of making human-to-human connections?

6

When you are coaching salespeople, where do you start?

7

What are your top 3 tips for business development (sales) success?

8

How important is personal branding for a salesperson or business owner?

9

What are your 6Cs of Sales Success?

10

What is the number one thing that salespeople fear most?

11

How do you 'sell with heart' - is there a process?

12

How can you determine your customer's 'buying' style'?

**\*\*These questions are for guidance and are not limited to this list.**



**FEARLESS  
Feminine  
FOUNDERS**  
March 2020



Hosted by Genine Howard

**PROFILE**

[profilemag.com.au/fearless-feminine-founders](http://profilemag.com.au/fearless-feminine-founders)

**KYM  
COUSINS**



**SELLING  
with**  
♥

WORDS GENINE HOWARD

KYM COUSINS KNOWS A THINK OR TWO ABOUT SELLING. IN FACT SHE WAS SELLING HAND MADE POSIES OF FLOWERS TO THE NEIGHBOURS BY THE AGE OF SIX. WITH A LONG CAREER IN CORPORATE AND WORKING WITH ENTREPRENEURS FROM AROUND THE GLOBE, KYM IS SHARING HER SKILLS IN HER FIRST BOOK 'SELLING WITH HEART - GROWING YOUR BUSINESS WITH AUTHENTICITY & TRUST'.

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**SHINE'ing the Spotlight...  
UNLEASHED**



**MEDIA**

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# MEDIA



THE PHOENIX  
PHENOMENON

Kym Cousins  
Author of Selling  
With Heart

WITH ROXANNE  
MCCARTY-O'KANE





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# AWARDS



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# CONTACT



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PHOTOS AVAILABLE ON REQUEST

*Kym*  
**Cousins**  
INSIGHTS ♥ INFLUENCE ♥ IMPACT

