



Sales Coaching for a Changing World

Redefining Sales for Leaders and Teams in the AI Era






EMPOWER TRANSFORM THRIVE

Unlock the untapped sales and business development potential with SeeAre's human-centric, ethical, and innovative **Sales Coaching Programme**, led by international expert [Carina ROGERIO](#).

Sales That Build Trust, Solve Problems, and Drive Lasting Growth



In today's fast-changing and complex business environment - shaped by disruptive AI advancements, geopolitical tensions, and economic uncertainty - **sales and business development no longer mostly about transactions**. It's about **forming authentic connections, solving problems, and driving sustainable growth** (= value for the customer).

That's where SeeAre comes in.

Founded and led by [Carina Rogerio](#), a recognized business development expert, leadership coach, and mediator, SeeAre's **Sales Coaching Programme** is designed to help executives, leaders and teams:

- ✓ Identify and leverage your natural sales strengths using our **Hunter, Farmer, and Trapper** archetypes based on a **CORE Sales Assessment** by [Human Edge](#).
- ✓ Navigate the complexities of the modern sales landscape with confidence, adaptability, and ethical strategies.
- ✓ Integrate AI tools into your workflow effectively while maintaining a human-first approach.

Whether you're an individual professional or part of a team, this programme offers a transformational experience that will empower you to thrive in today's competitive global market.

Meet the Leader Behind the Programme



Carina Rogerio brings a **unique blend of expertise and experience** to this sales coaching programme. Her professional journey speaks to her credibility as a **business and sales transformation expert**:

- **Founder and CEO of SeeAre:** Managing teams across 3 continents since 2017, Carina has successfully delivered leadership programmes and coaching to top-tier companies like **McKinsey, EY, J&J, Adobe, Merck, and S&P**.
During the COVID-19 pandemic, SeeAre demonstrated resilience in a challenging environment, losing only **15% of its turnover in 2020** and achieving its **best-ever turnover since its inception the following year**.
- **Former Partner at an international law firm:** As a lawyer, Carina grew the **French Desk turnover by 1,500%** in less than 5 years, demonstrating her exceptional business development skills.
- **Visiting Lecturer and Trainer:** Carina has delivered **courses and training** on business development, client relationship management, leadership, and AI at prestigious institutions like **Sorbonne Assas International Law School** and **Singapore Management University**.
- **Certified and Accredited Professional:**
 - **ICF Professional Certified Coach (PCC)**
 - **Accredited Mediator (Singapore International Mediation Institute and Mediation Centre)**

With a track record of working with **executives, C-suite leaders, and teams in diverse industries**, Carina is uniquely equipped to guide you through a **transformative sales journey**.

Choose the Programme That Fits Your Needs



Option 1: 1-to-1 Sales Coaching

Personalized Sales Growth for Professionals and Leaders

- **Duration:** 12 weeks
- **Format:** Weekly 60 to 90 minute private online coaching sessions
- **Who It's For:** Individual professionals looking to transform their business development approach.
- **What You'll Get:**
 - A tailored plan based on your **Sales Archetype** (Hunter, Farmer, Trapper).
 - Strategies to integrate AI into your sales process ethically and effectively.
 - Tools to overcome resistance to change and thrive in modern sales dynamics.

Option 2: Group/Team Sales Coaching

Collaborative Learning for Teams to Maximize Their Collective Potential

- **Duration:** 12 weeks
- **Format:** Bi-weekly 90 to 120 minute online group sessions
- **Who It's For:** Teams of up to 5* participants
- **What You'll Get:**
 - Individual and **Team-wide Archetype Mapping** to leverage collective strengths.
 - Collaboration techniques that **boost team synergy** (Hunters, Farmers, Trappers working together).
 - Strategies to improve team-wide performance using AI and data-driven insights.

*For larger teams, contact us to discuss tailored packages to suit your organization's needs.

Programme Content Highlights

◆ Unlock Your Sales Archetype

Discover whether you're a Hunter, Farmer, or Trapper—and how to maximize your strengths.

◆ Navigate Modern Challenges

Navigate the complexities of the trade war, AI era, and geopolitical tensions with ease.

◆ Integrate AI Ethically and Effectively

- ❑ Use AI tools for lead generation, client engagement, and workflow automation.
- ❑ Balance human connection with AI efficiency to build trust and authenticity.

◆ Build Trust and Authentic Relationships

Reframe sales as **value creation** and learn how to create deeper, longer-lasting connections with clients.

◆ Collaborate as a Team

Align diverse archetypes within your team for **greater synergy and results**.

◆ Measure and Optimize Performance

Use data-driven insights to track progress and continuously refine your approach.



Optional Add-On:

Stay on Track with Post-Programme Support



Maximize the impact of your coaching journey with **monthly follow-up sessions designed to ensure sustainable growth over 3 months.**

Stay accountable, troubleshoot challenges, and continue to refine your sales strategies with the guidance of Carina Rogerio.

What You'll Get:

- Monthly 1-hour coaching sessions tailored to your goals.
- Access to new insights or tools to address emerging challenges
- Customized support tailored to the specific needs

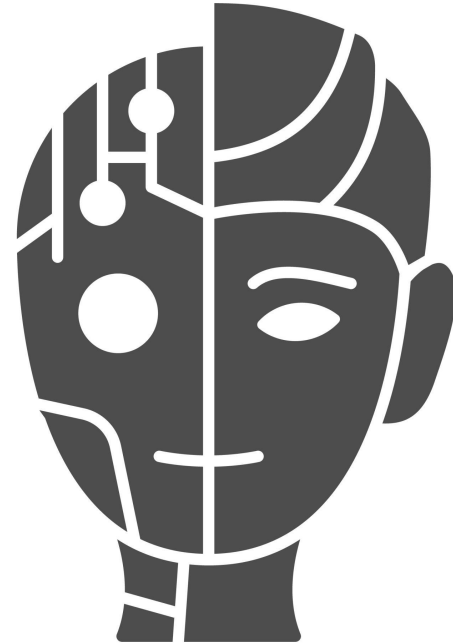
Optional Add-On:

Leverage on the AI Toolkit

In this hands-on **2-hour workshop**, learn how to use AI tools to enhance sales processes while maintaining ethical, human-centric practices.

What You'll Learn:

- How to use AI for lead generation, emails and proposals.
- Best practices for ethical AI use.
- Practical Demo tailored to your sales archetype (Hunter, Farmer, Trapper).



Why SeeAre? Why Now?



At SeeAre, we are catalysts for change, working with leaders and teams to transform the way they navigate complexity, embrace innovation, and grow sustainably.

This programme will be led by [Carina Rogerio](#), Founder of SeeAre: with a rich background as a business lawyer, leadership coach, and conflict management expert, Carina brings unparalleled expertise to this programme. She combines a deep expertise in human dynamics with strategic business acumen to help professionals and teams achieve lasting transformation.

The World is Changing Rapidly - Is Your Sales and Business Development Strategy Keeping Up?

In 2025, the business landscape is undergoing unprecedented shifts:

- 1 The Rise of AI in Sales and Business Development
- 2 Geopolitical Tensions and Economic Uncertainty
- 3 The Need for Human-Centric Sales in the AI Era
- 4 The Shift from Transactional to Relationship-Driven Sales

In industries like law, consulting, and professional services, the focus is moving away from one-off transactions to **long-term partnerships**. This shift demands a new mindset and skillset for sales success.

What makes this programme different?



1 Human-Centric and Archetype-Driven

We help uncover the natural strengths — whether you're a Hunter, Farmer, or Trapper—and align them with the chosen sales strategy.

2 Ethical AI Integration

Learn to use AI tools to improve efficiency, make data-driven decisions, and enhance client relationships without compromising trust or ethics.

3 Tailored for Professional Services

Our programme is adapted such that it also suits lawyers, consultants, and other services-drive professionals and leaders, who want to reframe sales as value creation and trust-building.

4 Sustainable Transformation

This isn't a quick fix—it's a programme that provides the mindset, tools, and approach to thrive now and in the future.


Ultimately, Sales Isn't Just About Closing Deals — It's About Building the Future


Whether you're an executive looking to refine your sales strategy or a team aiming to improve collaboration, this programme is tailored to your unique goals.

Together, let's transform the approach to sales and unlock its full potential.

Are You Ready to Transform Your Sales Approach?

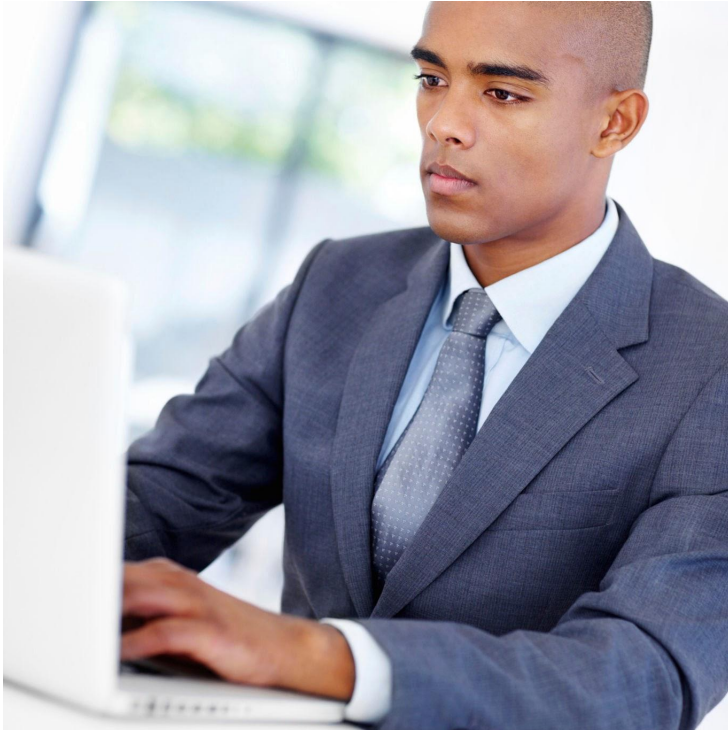
Whether you're an individual professional seeking to elevate your business development skills or a team looking to drive collective growth, **SeeAre's Sales Coaching Programme** is to be seriously considered.

 **Global Reach:** This programme is available worldwide, with virtual delivery, for maximum flexibility.

 **Limited Spots:** To ensure personalized attention, we limit the number of participants for each programme.



How to sign up?



✉ Email us at contact@seeare.co to discover how this programme can align with your specific goals.

During a **complimentary consultation**, let's discuss the investment in your sales success with measurable ROI followed by a personalized proposal.

Our team is ready to partner with you and your team to make change happen!



Empowering leaders, teams, and organizations to thrive in a changing world.



Who we are



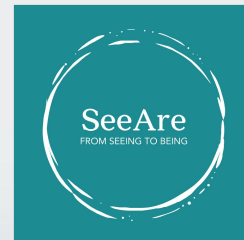
SeeAre is a boutique leadership and management consulting firm dedicated to **empowering organisations through their leaders and people, especially in this transformative era of co-intelligence**, where human capabilities and AI work together to shape the future.

We offer services such as executive coaching, leadership advisory, consulting, and conflict management, all tailored to meet the unique needs of our clients. With a **presence in Singapore and Luxembourg**, we have successfully served clients across the world.

Our diverse team, comprised of professionals from various industries and corporate backgrounds, is one of our greatest strengths. This diversity allows us to provide a wide array of services, empowering our clients to thrive in an increasingly interconnected world.

Trusted by Industry Leaders Worldwide





contact@seeare.co

www.seeare.co

