

# Turn your team into client superstars

Unleashing your team's potential  
to drive business growth



**Do you rely on your senior team to lead clients, deal with tricky client situations and upsell work?**

**Put your team on our programme so they all become client superstars and you increase revenue by up to 35%.**





## Increase client happiness & delivery success

We give your teams the skills to influence, persuade and show leadership to clients, selling in their work to stakeholders at all levels

## Free up the time of your business leaders

We get your teams handling tricky stakeholders and challenging situations without having to call in the big guns

## Bring your teams together around a shared experience

Everyone goes on a journey of personal development together, creating bonds, building connections and increasing retention



**“We were in a big pitch. It was going really badly. The client was challenging everything.**

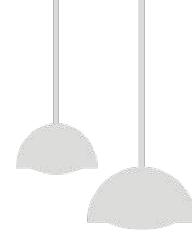
**I started to use the techniques we'd learnt. Within minutes, the client was on our side.**

**We won the pitch.”**

See success stories, testimonials, reviews and more at <https://sterka.team/case-studies>



# A curriculum for client-facing teams



## 1. Inspiring & influencing

We get you thinking about all the ways you interact with people. Follow our FABRIC framework to inspire your clients and colleagues, regardless of where you sit in the hierarchy.

## 2. Difficult conversations

Our PLEASE framework gives you all the practical tools you need to resolve conflict. Achieve win-win outcomes that everyone buys into and make clients love solving problems with you.

## 3. Long-lasting relationships

We walk you through each step of our MASTER framework. Build long-lasting client relationships and push aside negative behaviour, creating psychological safety for everyone.

## 4. Really successful meetings

Use our READY framework so clients emotionally commit to your meetings/workshops. Lead and drive outcomes that everyone buys into and which actually happen.

## 5. Amazing presentations

Get the full lowdown on our RRR-SSS framework to land your message and fully achieve the outcome you want. Influence and persuade clients at all levels with ease.



# People Skills as a Service® programme



## 1. Short workshops

A one-hour interactive session every 2 weeks, for your entire team. Focus on one skill per workshop, with lots of practice and group work.

## 2. Leadership coaching

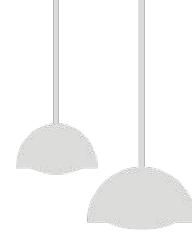
One-to-one monthly coaching sessions for your senior team. Learn about yourself, view challenges in new ways and lead by example.

## 3. Embedding skills

Building momentum with accountability, access to learning resources, and regular conversations about what everyone's learning.



# People Skills as a Service® programme



## **Who should enrol on the programme?**

Anyone in your business who interacts with clients - business leaders, delivery teams, account managers, sales people etc. Team members who aren't client-facing also enrol to improve their internal comms.

## **What are we committing to?**

The programme runs for 6 months, with a time commitment of just 2–3 hours per month per person. It's fully flexible - you can swap participants or pause or leave the programme whenever needed.

## **How do you track programme success?**

We track confidence against key learning outcomes. On average, there's a 47% skills improvement and we work with you to embed the learnings across your business for long-lasting change.

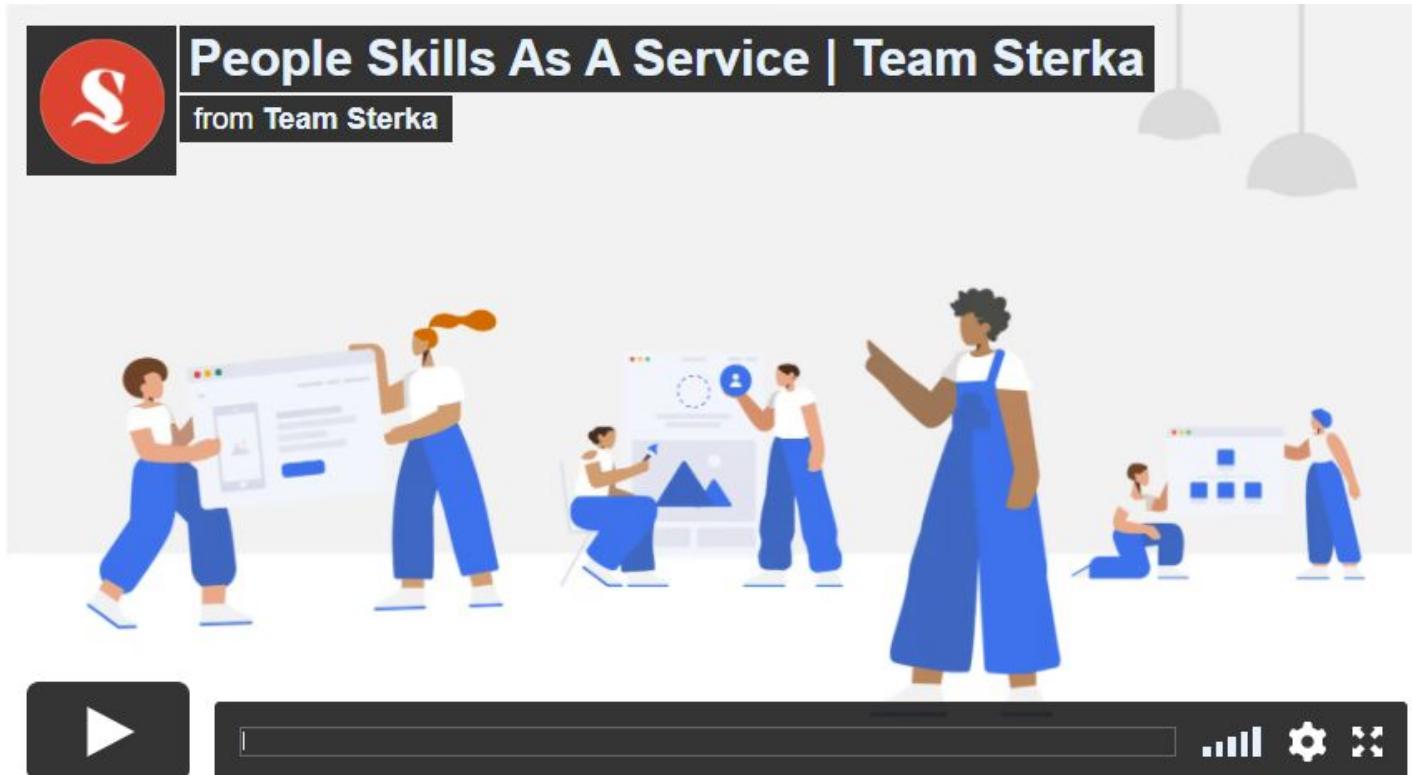
## **How do you keep people engaged?**

We post workshop recordings & summaries, challenges and competitions in Teams & Slack. Everyone joins a working group for support and accountability - and to help catch up if a session is missed.

For businesses where everyone is always flat out. Low time commitment but high impact.



# Watch Alex's journey through our programme

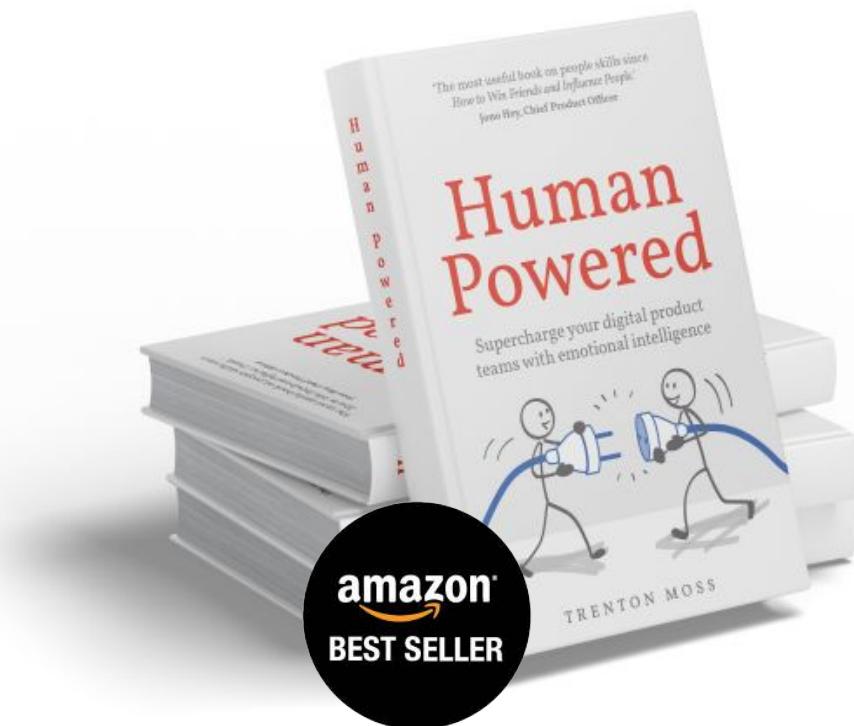


# We've written the book on it

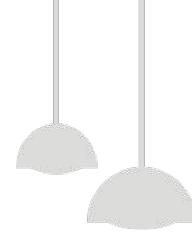
Our book Human-Powered became an Amazon bestseller within a week of being published.

85% of job success comes from how well people solve problems together, handle conflict and inspire others.

Get this right and you'll build high-performing teams. Get it wrong and people switch off, disconnect from each other - and leave.



# Your investment



Public programme	5-9 people	10-19 people	20-29 people
Start date: 7 July 2026	<b>£149</b> per person per month	<b>£129</b> per person per month	<b>£109</b> per person per month
Private programme	30-44 people	45-59 people	60-89 people
Flexible start	<b>£149</b> per person per month	<b>£129</b> per person per month	<b>£109</b> per person per month

Pricing is for the 6-month programme duration and is subject to VAT.  
You'll pay monthly by Direct Debit and can pause or leave any time.



# Could your team's client comms be more effective?

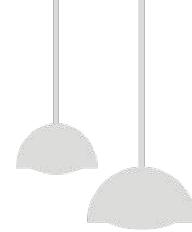
## Join us for a free Zoom workshop, 'Influence clients using the four communication styles'.

During our interactive workshop you'll learn:

- About the four different comms styles
- Which styles you naturally default to
- Why certain people frustrate, annoy or completely derail you
- How to adapt your style to influence clients



# Request your invite to our free workshop



**Topic:** Influence clients using the four communication styles

**Attending:** Senior agency/consultancy folk (so you'll be in good company)

**When:** Choose from one of (UK time):

- Thu 5th March 1:00-2:15pm
- Fri 6th March 9:00-10:15am

**How to request your invite:**

Visit <https://sterka.team/taster> and fill in the short form

- or -

Email [trenton@sterka.team](mailto:trenton@sterka.team) to tell us:

(a) which session you'd like to attend; and (b) if any colleagues are joining.



# Supercharge your business with client leadership skills

## Supercharge your business with

Team  
**Sterka**

