

Your team should burn bright, not out.

Soul Like Fire helps organizations and sales teams build the human skills that drive performance, emotional intelligence, communication, and influence through keynotes, training, and science-backed sales diagnostics.

Who We Are

You've invested in training before. It helped for a week, if that. Then your team went right back to old habits. Your best rep quit. Your manager is still winging it. And you're not sure your next hire will stick.

That's not a one-time skill problem, it's an ongoing systemic gap. And it's exactly why we built Soul Like Fire, a sales training and consulting company designed to fix it from the inside out.

Soul Like Fire exists for the business owner who is done settling for programs that don't move the needle. We measure exactly where your team is breaking down, then build around the two things that drive revenue: the technical skills that create opportunity, and the human skills that close it. No guesswork. No generic content. Just a clear diagnosis and results you can see. **Your sales team isn't a line item. They're your greatest return on investment and they deserve to be developed like it.**

Why Choose Soul Like Fire



No Guesswork, No Waste

Every dollar spent on the wrong training is a dollar that didn't move the needle. Before we build a single session, we measure exactly where your team is breaking down so you're not throwing money at symptoms while the root cause goes untouched.



Strategy and Street Smarts

Most firms send one trainer with a generic program that checks a box and collects dust. We bring two disciplines: the technical selling system that drives consistent revenue, and the human skills your competitors are ignoring, because in a world where AI is replacing the average rep, the team that connects doesn't just survive. They thrive and grow.



Reliable, Repeatable Systems

A two-day workshop won't fix a performance problem. Our system is built to compound over time so skills stick, managers coach with confidence, and over time you can see the difference in your pipeline, your retention, and your bottom line.

Our Services

Sales Diagnostics

As certified partners with Objective Management Group, the #1 most validated sales assessment on the market, we diagnose exactly why your team is underperforming and customize training and systems to those gaps.

- *Ideal for: B2B companies (\$5M-\$50M AR) who want to grow revenue and develop people*

Custom Learning Solutions

Using our proprietary Soul Like Fire framework, we help clients achieve sales growth and sustained performance outcomes.

- *Candidate onboarding optimization*
- *Organizational learning strategy for existing sales teams and managers*
- *Individual/team based learning tools*

Keynote and Training Programs

Our keynotes and training programs help teams build emotional intelligence, communication skills, and influence for sustainable high performance.

- *Ideal for conferences, leadership off-sites, HR-led development programs, association events, employee continuing education*

Ready to talk? Scan the code to schedule a consult:

For more, visit www.soullikefire.com

