

COURSE GUIDE

# I Had Forgotten How Good I Was

A three-module programme for technical sales professionals who are winning less than their experience deserves.

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*"The ceiling is not your capability.  
It is your most recent self-assessment."*

**Andrew Sykes | MCGI Level 7**

Founder, Acumen Seals and Pumps Limited

36 years of real-world experience in technical sales, sealing engineering, and commercial leadership.

## About This Guide

This is not a mindset course built around positive thinking, affirmations, or generic confidence frameworks. There are none of those things here. What is here is a specific, evidence-based programme built on one insight that has held true across 36 years of technical sales, field management, and commercial leadership.

Most technical sales professionals who are underperforming against their own potential are not doing so because they lack skill. They are doing so because they forgot how good they are. The ceiling they are operating under is not real — it is a self-assessment that formed years ago and was never updated.

*"I had just forgotten how good I was. I was a natural. I had simply stopped acting like one."*

This programme gives you the framework to update that self-assessment — permanently — and the tasks that prove it has changed.

## Who Is This For?

### Technical sales professionals

Who are winning the accounts they think they deserve — not the accounts their experience justifies. Who know their subject completely but consistently underperform their own capability in commercial conversations.

### Field engineers and specialists moving into sales

Who have deep technical credibility but have absorbed a ceiling from the environment around them. Who know they could go after bigger accounts but have quietly decided not to.

### Sales managers who recognise this in their team

Who have a technically strong team member producing below-potential results — not because of a skills gap, but because of a self-image problem. This programme works for the individual and can be bought for a team member.

### Anyone who has been told what kind of salesperson they are

And has been operating from that verdict ever since — even though the person who gave it has not seen who they have become.

## The Three Modules

Each module ends with a task — not a reflection, not an exercise in a workbook. A commercial action. Something you do before you open the next module. The course does not progress until the action happens.

### 1

#### I Had Forgotten How Good I Was

The ceiling is not your capability. It is your most recent self-assessment. This module identifies where that assessment formed, what ceiling behaviours it is producing in your commercial conversations right now, and what the first action looks like that proves it is wrong.

- — Why the ceiling is not about skill — and never was
- — Five observable ceiling behaviours and the assumptions behind each one
- — The same visit handled two ways — before and after the shift
- — Your first task: one action before you open Module 2

**After this module:** identify the specific ceiling behaviour that is costing you commercially — name the assumption behind it — and make first contact with the account or person you have been telling yourself is beyond your ceiling.

### 2

#### The Evidence Stack

Feeling confident does not hold under commercial pressure. Evidence does. This module builds a written, factual record of your commercial capability as it actually stands today — and gives you a five-minute practice that puts it to work before every significant conversation.

- — Why evidence outlasts feeling as a foundation for commercial confidence
- — The three categories of evidence that matter — and how to build yours
- — The preparation standard: what it means to be genuinely ready
- — The pre-call evidence reset — five minutes before every significant conversation

**After this module:** have a completed evidence stack — specific, factual, drawn from your own record — and have used it before a real commercial call this week.

# 3

## Cut The Noise

The noise does not stop because you built an evidence stack. This module identifies your specific noise sources, shows you how to filter them deliberately, and addresses the final shift: from performing a version of yourself in commercial conversations to simply being yourself.

- — The four most common noise sources in technical sales
- — The shift from performing to being — what it produces in a real conversation
- — The life-changing incident task — your proof of change
- — What comes next: continuing the commercial development

**After this module:** *identify your two specific noise sources, write the evidence-based counter to each one, and complete the life-changing incident — one real commercial action that you bring to your 30-day call as proof of change.*

## How It Works

This is not a course you read and reflect on. It is a course you read and do. The structure is deliberate: each module ends with a task that must be completed before the next one opens. The tasks are commercial actions — things that happen in the real world, with real customers, in the week after you read the module.

The reason is simple. The ceiling dissolves through action, not through insight. Understanding that your self-image is out of date does not change it. Doing something that the old self-image said you should not do — and discovering that it works — changes it.

## What You Get

### Three complete teaching modules

PDF format, delivered to your inbox within 24 hours of purchase. Each module includes the core concept, Andrew's real examples, the five most common mistakes, a worked scenario, and a commercial task.

### A 30-minute one-to-one call with Andrew at day 30

Booked at the point of purchase via Calendly. You bring the life-changing incident — the specific commercial action you took that you would not have taken before. Andrew helps you consolidate the change and identify what comes next. This is not a coaching session about how you are feeling. It is a debrief on what you did.

### Immediate access on purchase

All three modules delivered to your inbox within 24 hours. The 30-day call is booked at purchase so it is already in the diary.

### Investment

# £338

Three modules + 30-minute one-to-one call at day 30

- — Three complete teaching module PDFs
- — 30-minute one-to-one call with Andrew at day 30
- — Immediate delivery on purchase

To enrol or to ask a question before purchasing:

**office@acumenseals.co.uk**

## About Andrew Sykes

Andrew Sykes MCGI is the founder of Acumen Seals and Pumps Limited and has 36 years of experience in technical sales, sealing engineering, and commercial leadership. He has built and led field sales teams, developed technical professionals into commercial performers, worked at consulting director level, and mentored individuals from sales professionals to postgraduate students in business and systems thinking.

His courses are built entirely from real experience. Every framework, every example, and every task in this programme comes from the field — not from a business school or a coaching certification.

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