



ROBERT WISE PPCC, CSP

SALES & PERSONAL COACHING EXPERT

4795 St. Charles Blvd, Pierrefonds, QC, H9H 3Z1

514.232.6445

robert@wisesalescoach.com

www.wisesalescoach.com
www.riseclinic.ca

PROFILE

High-performing, engaging Sales Specialist and Certified Life Coach, passionate about providing client-focused coaching solutions to individuals and organizations, thereby inspiring them to achieve personal, corporate and strategy objectives. Natural entrepreneur and community leader skilled at providing guidance, sharing enthusiasm and creating strategic tools, encouraging clients to leverage their strengths and take effective action towards sustainable change. Trusted for delivering increased sales, team cohesion, motivation and optimal performance.



SOCIAL MEDIA

- [LinkedIn | robert-wise](#)
- [Instagram | wisesalescoach](#)
- [Twitter | wisesalescoach](#)
- [youtube.com](#)
- [Facebook | robert.wise.coach](#)
- [Pinterest | coachrobert444](#)

KEY SKILLS

Sharp Entrepreneurial Drive / Community Leader
Sales Coaching / Leadership Skills Development
Creativity in Establishing Fun Learning Environments
Motivational Speaker / Engaging Presentation Style

Encourages & Inspires/ Builds Trust & Relationships
Impactful Approach to Selling Ideas and Services
Fosters Collaboration / Encourages Cohesiveness
Promotes Mindfulness Towards Positive Change

Branding, Marketing & Social Media Engagement
Alignment to Client Goals, Opportunities & Gaps
Approachable Personality / Versatile to Audiences
Pragmatic Action Plans /Thorough Follow-through

ENDORSEMENTS

"Robert is a warrior! He doesn't stop until he gets the coaching job done!" - **Jim Gavin, PhD, ABPP, MCC, IMC. Professor at Concordia University**

"Robert Wise has such a combination of modern professionalism and passion, enthusiasm and vibrancy. He has a way of waking up the 'party animal' in all of us...meaning in the spirit of "let's get the job done" - **LaMa Clinique Osteo | Studio Pilates**

CAREER HIGHLIGHTS

- Launched 'Wise Sales Coaching', leading the successful business as President & CEO.
- Co-founded 'Rise Anxiety & Depression Clinic', growing operations from the ground up.
- Invited to teach the 'Secrets of Success' class at Concordia University (2018).
- Leveraged natural sales talent to deliver measurable impact across various industries.

PROFESSIONAL EXPERIENCE

RISE ANXIETY & DEPRESSION CLINIC, MONTREAL, QC JAN.2018 - PRESENT CO-FOUNDER / OWNER

- Conceptualized and launched a psychotherapy clinic and individual/couples/family coaching service; assembled and led a team of 5 psychologists, clinical counselors and therapists, growing a fully operational business from the ground up.
- Created a distinctive brand and social media strategy that includes consistent messages across print and electronic media.
- Organized and led 10+ interactive group seminars and workshops customized to client needs, including topics such as How to be happy, Procrastination, etc.
- Delivered 25+ local and national speaking engagements and community activities.
- Taught a class at Concordia University on the topic of 'Self Sabotage'.
- Participated as a guest speaker at events such as the first Annual Divorce Conference, couples retreats and 'How to be a successful entrepreneur' meet-up groups.

WISE SALES COACHING, MONTREAL, QC JAN.2017 - PRESENT PRESIDENT / CERTIFIED SALES PROFESSIONAL

- Launched and developed a company offering private and executive coaching services as well as leadership development, operating in all industries and seniority levels.
- Partnered with client to analyze business needs, areas of revenue generation performance issues and sales effectiveness; prepared leaning materials accordingly.
- Coached senior leaders within Fortune 500 companies; listened to needs, clarified objectives, and developed strategies to assist clients in reaching their goals; provided guidance and encouraged thought on crisis management and motivational speaking.
- Designed effective training programs; conducted seminars, workshops and individual training sessions on topics relating to effective leadership, psychology, influence, branding and WISE training techniques.



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EDUCATION

CERTIFIED SALES PROFESSIONAL (CSP)

Canadian Professional Sales Association, 2017

PROFESSIONAL & PERSONAL COACH CERTIFICATION

Concordia University, 2016

TEAM EFFECTIVENESS COACHING CERTIFICATION

Concordia University, 2016

BACHELOR OF COMMERCE, MARKETING

Concordia University, 2007

BACHELOR OF ARTS, APPLIED HUMAN SCIENCES

Concordia University, 2006

DEC, VISUAL ARTS

Dawson College, 2002

SPEAKING ENGAGEMENTS

How to Sell "The WISE Way": Revolutionary Sales Training, La Plaza, 2018

Business Bootcamp: How to stop holding yourself back & get what you want, Centre Mont-Royal, 2018

Overcome Procrastination: How to maximize time and achieve your goals, McGill University, 2018

The Sustainable Entrepreneur: Learn, Grow & Contribute, New Residence Hall, 2018

Women Entrepreneurs: "MOM" Preneurs: Balancing Both Business and Family, Crowne Plaza, 2018

Entrepreneurship: Creating a life & business you love waking up to, Crowne Plaza, 2018

Spark Your Sales: Over and Above, Ottawa, 2018

How Great Leaders Inspire Action: Learn how to motivate your team - Develop your leadership skills, Ottawa, 2018

Goal Setting Strategies: Jump Start Your Business, Fairmont -The Queen Elizabeth, 2017

How to Increase Productivity: What you can do to immunize your Company and impact your bottom line, McGill University, 2017

Business & Team Development Training: Build a tower, build a team, La Plaza, 2017

COMPASS PSYCHOLOGY AND COACHING CLINIC PROFESSIONAL AND PERSONAL CERTIFIED COACH

DEC.2016 – PRESENT

- Promoted the company to private clients interested in coaching and mental health services, leading to greater business exposure in the community.
- Organized events, directed campaigns and coordinated the implementation of the company's communication and creative marketing strategies.
- Offered holistic coaching services to guide clients across all facets of life including: career and personal development, procrastination; family issues; life transitions and stress.
- Created social media campaigns and YouTube channel; produced all creative content.

MONTREAL CENTRE FOR ANXIETY AND DEPRESSION DIRECTOR, SALES AND MARKETING

MAR.2013 – DEC.2016

- Led sales efforts to ensure client care and business growth objectives were met; oversaw sales and client retention activity while supporting business operations.
- Designed flyers, posters, and all graphic work for promotional and advertising usage; sought opportunities for sponsorship and the establishment of strategic partnerships.
- Oversaw all public relations, marketing and branding activities to grow brand awareness, including press releases, email marketing, newsletters, and social media activity.
- Organized community events to increase traffic to the clinic and enhance credibility through booking specialists, radio advertising and targeted press releases.
- Introduced new innovative high-end services such as international couples' retreats, subsequently increasing sales volume, new client referrals and existing client retention.
- Hosted branded events and established collaborative working relationships with community groups, volunteers and organizations, resulting in increased sponsorships.

MEDISERVICE, DORVAL, QC

SEP.2012 – AUG.2013

DIRECTOR, SALES AND MARKETING

- Designed and implemented strategic sales and marketing plans to create brand awareness for private medical plans; established trusting relationships with clients to close sales.
- Connected with audiences and developed the brand by designing website content and introducing an ecommerce platform; grew online sales from 0 to 20+ sales per month.
- Played a pivotal role in leading new product launches to corporate private medical service clients; directed launch strategy development and product positioning.
- Created engaging digital content; designed and implemented social media campaigns and strategies which resulted in increased visibility, interest, loyalty and engagement.

ROYAL VICTORIA HOSPITAL, MONTREAL, QC

N. 2009 – SEP 2012

MARKETING COORDINATOR, MCGILL REPRODUCTIVE CENTRE

- Managed marketing, lead generation, communications and customer experience for a private fertility treatment center; organized special events, including celebrity guest speakers.
- Drove exposure and secured increased demand for consultation bookings by creating targeted print media ads, press releases, blogs, video content and social media campaigns.
- Increased sales by 33% in the first year, coordinating marketing efforts to enhance the company image and market position.
- Documented client journeys and followed up on their experience to ensure satisfaction.

PROSHIP ENTERTAINMENT INC, MONTREAL, QC

OCT.2007 – DEC.2008

HUMAN RESOURCES RECRUITER

- Identified and sourced musical talent for various client engagements; proactively developed a worldwide talent pool through targeted advertising, guiding musicians through the process.
- Applied a consultative sales approach when promoting talent to clients, marketing performance engagements to musicians and onboarding new talent.
- Surpassed sales objectives and expectations while discovering an intrinsic aptitude for building relationships and closing sales, with all types of audiences.