



## Candice October

Associate

Candice October is passionate about enabling salespeople to become more effective, by internalizing the ValueSelling Framework® and Vortex Prospecting™ into their daily routines.

She was first introduced to ValueSelling in 2011, when she co-founded one of South Africa's top Sales Graduate Recruitment and Development Businesses which specialised in finding the right salespeople to train and coach to become successful sales professionals.

After completing an Honours Degree in Organisational Psychology, her first job was an Inside Sales Development Representative in a busy call centre in London. Following this highly successful front-line sales career, Candice progressed into the role of facilitator and coach. In this role, she led the organisation through crucial buy-in for the implementation of company-wide change interventions, as well as other strategic initiatives.

Prior to joining ValueSelling Associates, Candice spent three years in a large publicly listed company where she gained experience in a wide range of functions, including manufacturing, information technology, property management and retail.

Candice is passionate about making organisations more effective by helping sales people reach their goals and increasing their overall effectiveness. She does this by not only teaching strategies and tactics to drive and improve sales performance, but also utilizes Strength-Based coaching to drive tangible change in behavior.

In addition to being an accomplished facilitator, Candice is also a certified Executive Management Coach from the University of Cape Town.

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