

## Passion to Profile Case Study

### Listening differently – Pippa Tait’s P2P story



#### Introduction

I’m Jon Hepburn, founder of Passion to Profile and, in this second P2P case study, I had the pleasure of working with Pippa Tait, the MD of Sales Geek Shropshire, one of the P2P test marketing team. Pippa came to the process with deep experience in sales, coaching and mentoring – but also with curiosity about how she might capture the human side of her professional story.



#### Pippa’s story

**Pippa’s career spans more than two decades**, beginning in the medical technology sector before taking a new direction during the pandemic. As she put it, *“Trying to run clinical research projects remotely with two young children and a travelling husband wasn’t sustainable – so I took the leap.”* That leap became Sales Geek Shropshire, where she now supports businesses of all sizes as a part-time sales director, advanced trainer and executive coach.



**Her approach combines structure and empathy** – helping clients understand not just what’s holding them back, but why. *“I’ve never really liked the word ‘sales’. I see it as helping people work out what they actually need. That’s what sales really is – or at least, the kind I believe in.”*

**Coaching has added new depth to her work.** After completing a Master’s-level qualification in executive coaching and mentoring, she says she listens differently now – with more intent and more care. *“It’s not about fixing. It’s about understanding. Often, it’s just a small shift in perspective that changes everything.”*

#### The P2P process

**For someone already skilled in self-awareness and communication**, Pippa’s feedback was particularly valuable. She described her profile as “pretty accurate” – warm, reflective and true to how she sees herself. Some parts even surprised her. *“I’d forgotten I went across the world alone at sixteen... it reminded me how much I’d kept buried.”*

**She also noticed the difference between profiling tools** she uses professionally and what P2P offered. “It’s not like DISC – this is deeper, more honest. It’s from the horse’s mouth.” Pippa appreciated that the conversation led naturally to new realisations, saying that the process *“draws insight out of you”* and helps people articulate what really drives them.

#### The outcome

**Her completed P2P profile captured** both the science and the soul of her work – the curiosity, warmth and professionalism that colleagues and clients see every day. *“This sounds like me. It’s how I want to come across.”* She’s already using parts of the profile in networking and coaching settings, adapting it to the Sales Geek brand and to her own rhythm and tone.

**Beyond her own use, she could immediately see** its potential for teams and organisations. *“You could use this across a team. It would help them understand each other – and the business – so much better.”*

#### Closing note

**Working with Pippa confirmed how the P2P approach resonates with** reflective professionals – people who value authenticity and substance over self-promotion. Her comments capture exactly what the project set out to achieve: words that feel natural, useful and true. *“People aren’t just paying for the profile itself – it’s the way the process draws that insight out of them.”*

**For me, this was a reminder that even experienced communicators** gain something powerful from taking time to explore their own story – to see it - and to say it - in their own words.