



*Life is ever transient; we must adapt,  
influence and lead the way with  
change that benefits everyone  
participating in the game.*

## Ginger Reid BIO

**G**inger Reid has emerged an expert in coaching, consulting, training, and sales with experience spanning a 20-year period. Ginger established herself throughout her career as a results-oriented catalyst in today's challenging and ever-expanding business market. As the Founder and President of EnterUp, LLC [www.ResultsUP.com](http://www.ResultsUP.com) and [www.ThemeCoach.com](http://www.ThemeCoach.com) Ginger envisioned, then established the perfect blend of personal and business coaching into her day-job with sales and software training. What she saw was the perfect opportunity to combine the many years of workshops of personal growth and certifications in coaching with the business side of her, understanding how personal and professional satisfaction and productivity are intensely related.

As a consultant, trainer and sales rep, Ginger experienced first-hand the ups and downs of sales in almost every facet igniting her to quickly adapt by developing unconventional techniques that work in unison with Sandler Sales and Miller Heiman methods leading to SalesUP.

Unlike many, Ginger has acquired a varied background of business experience: prospecting, consultative sales, relationship selling, new business development, negotiations, licensing and referral acquisitions. Ginger has trained, advised, taught and consulted professionals in areas including software (SaaS), hardware, intrusion prevention programs, Internet advertising (SEO), Network/Internet security, compliance (PCI/HIPAA), web design, hosting and management services. Ginger's experience with Salesforce, GoldMine & Sugar (CRM) software and various sales groups, both as a provider and as a trainer, have expanded her understanding of what it takes for businesses to thrive.

Sparked by the potential she sees for vitality and imminent success in others, Ginger decided to unite her coaching skills, consultative experience and training knowledge to create efficiencies, improve communication, shift cultures, impact overall business results and the individuals along the way who make it all happen. "Given the right tools, there's simply no leveling off for a person who aspires for greater accomplishments—**discover brilliance**," she tells her clients. Within her realm of coaching, she has already helped to develop successful sales managers, sales representatives, directors, entrepreneurs, authors and speakers. Even psychologists have approached her for business coaching!

One of the many reasons people hire Ginger to take advantage of her coaching expertise is that she understands businesses, relationship dynamics and the issues that continually arise. She also embodies the philosophy of empowering individuals with the mindset, attitude and necessary actions required for success, creativity and resilience. Ginger is most widely recognized for her inviting spirit, encouraging words, integrity and relentless dedication that help people like you achieve results.

EnterUp, LLC

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**Business, Executive,  
Sales, Career and  
Relationship Architect**

Devoted to her own health and vitality, Ginger continues to integrate an active lifestyle with her most recent outdoor endeavors including sprint triathlons, 10Ks and 5Ks. Ginger utilizes any challenge as a learning opportunity for expansion. Significant outdoor adventures include her training and completion of the Austin-Houston-Dallas 500 mile cycling event, and, most recently, skydiving. She kept her inner critic at bay while focusing on the experience. "I began to panic somewhere around 12,000 feet in the air, but I refused to waste this experience on fear, so I took control, followed my training, and dove into the air without concern for what followed. I felt determined to fully enjoy the experience," Ginger reported. Her compelling story teaches the importance of resilience, extreme awareness, focus and an appreciation for savoring life moment-by-moment. This ability to maintain a sense of composure in a chaotic and potentially dangerous situation carries over into her approaches as a professional business coach, consultant and trainer.

Supporting her philosophy of resilience, Ginger was a Court Appointed Special Advocate (CASA) for abused children. Because abused children have challenges unique to them and are in dire need of encouragement and resilience training, Ginger believes strongly in supporting this cause and has committed to donating a portion of her earnings at EnterUP to Dallas CASA.

Ginger's flexibility and creativity allow her to employ new concepts and techniques that may have been overlooked. As an advisor to hundreds of people and businesses, her innovative mind and insight lend her the perspective necessary to facilitate company alignment with future success long before it unfolds. Ginger's creative sense of humor and adventuresome spirit accelerated the process of capturing innovative concepts manifested in her drivable, repeatable, sustainable and predictable methodology, process and business frameworks: **Extrapolate Success Method, 12-Point Analysis, Asterisk Formula, 8PCs, ICE Method and Einstein Business Process.** "**Accelerate Innovation**" is the EnterUP tagline.

On the professional side, she continues to excel by securing certifications placing her knowledge base in alignment with current trends and client needs. Selecting such programs as IBG, CEC, STI and CCC and acquiring a Google Advertising Professional (GAP) certification helps to better understand her clients' requirements for succinct operations, as well as the many opportunities that await them.

Ginger also continues training, educating and developing herself on ways to enhance human behavior by maintaining a front-line position on neuroscience and brain based theories. This, along with her following of thought leaders and innovative companies who have paved the way for work like this, gives Ginger and her clients the leverage needed to excel beyond expectation. She assisted at Landmark Education from 1995 through 2009, eventually becoming an Introduction Leader for three years.

The purpose of EnterUp, LLC is to in fact, interrupt the way many businesses have functioned: a decline in sales or productivity starts the unrest, followed by a downward spiral that often ends in failure. These types of "failures" point to disregarding processes, people, available technology and creative or innovative training. Ginger's innovative approach to understanding the overall function of a business combined with its vision for future success, leads the way for her cutting-edge coaching in the industry.

Her ability to empower individuals to realize their strengths motivate them to adjust to fully grasp the biggest picture: the success of the individual is necessary for the success of the business.

Ginger's involvement with executives and managers facilitate the realization of their internal creative power and resources by tapping into a results-focused approach. She is unquestionably proficient with identifying obstacles and clearing the path for on-target results. Sometimes referred to as "overly enthusiastic," her training and coaching style includes thought provoking discussions that propel a person forward by helping them identify their utmost potential (UP). Her constructive feedback and innate knack to zero in on areas causing professional performance issues are what sets her apart from others in her field. Ginger's entrepreneurial mindset focuses on clear, concise and open communication to elevate awareness and empower the individual in areas that positively impact, as well as supersede the demands and needs of the workplace.

With refreshing perspectives like these, a team or company in need of fine-tuning or completely overhauling its performance levels would see rapid results by bringing Ginger on board. Her ability to see how the future of business unfolds affirms a company's strengths while promoting creativity and guiding professionals to remedy the actions or limiting beliefs that can cease forward momentum. Her regard for optimism and positivity keep her results-focused and operating at her own UP. If rapid movement or progress toward defined targets is what a company, team, or professional desires, Ginger is "the one" for the project.

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