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SUCCESS SPOTLIGHT

Prepared for the conversation before it happened

Simona Bonnici

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The Westin Grand Cayman Seven Mile Beach Resort & Spa

> **"If you are prepared, you don't have to fix it."**
>
> Simona Bonnici

The challenge

Managing events and client relationships meant handling difficult conversations as they happened. Simona describes wanting to prepare for complaints and manage emotional responses before facing the situation.

What she applied

During a real client interaction, Simona recalled a simulated conversation and drew on what she had practiced about tone, word choice, and regulating emotions.

How she practiced

Using SalesBoost, now Certainti, she practiced conversations through simulations. Training also became part of weekly team meetings. She used leadership modules to work on how she gave feedback and coached colleagues.

Changes she described

Simona reported that junior team members began seeking her guidance. Her account connects preparation with both client interactions and the conversations she has with colleagues.

Which conversations would your team benefit from practicing?

Explore Certainti: certainti.com/contact

Customer account summarized from Simona's interview with Lindsey Veitch.
Experience relates to SalesBoost, now Certainti.