



About The Performance Edge

The Performance Edge improves sales performance through the design of sales-based measurement systems, sales organization design and the creation of results-oriented training and business solutions for salespeople and sales managers. It provides the same high impact results to individual salespeople, small businesses and major corporate clients through training and business solutions that increase sales and create long-term financial sustainability.



About Elizabeth Cornish

Elizabeth, founder and owner of The Performance Edge, has been a management and business advisor for over 20 years, working with major corporations and individual sales performers in 28 countries. Elizabeth brings a creative approach to sales and marketing combined with a belief in the importance of strong fundamentals. She is well regarded in the industry for her ability to partner with her clients to develop innovative sales and marketing strategies and translate them into practical plans that create results.

In her eight years as a Senior Consultant with Watson Wyatt Worldwide, Elizabeth brought her pragmatic, results-oriented approach to clients across the financial services, retail, manufacturing and technology sectors.

As the former Director, Sales and Service for Scotiabank's International Retail Division, she developed sales and service strategies and programs that resulted in a 40% increase in the number of sales taking place across the Division.

Elizabeth has worked with many of Canada's largest retailers, financial services firms and manufacturers including Apple Canada, Canon Canada, Sears Canada, Metropolitan Life, CIBC, Scotia Securities and Great-West Life.

For further information, please email Elizabeth at ecornish@theperformanceedge.ca, or call her at 705-835-1529.

