



### Nicola Cook

#### Chief Opportunity Officer & CEO at Company Shortcuts

Nicola Cook is the owner of Company Shortcuts, a kick-ass sales acceleration agency that specializes in helping business leaders, and their teams, create accelerated growth and scalability in their sales function.

Through her inspirational positive and energetic approach, her customer focused, fun and easy to apply methodology delivers exceptional, profitable results for ambitious companies.

In January 2022 she was invited to join the Advisory Board of The Trusted Executive Group.

In March 2019 Nicola was the recipient of two Vistage Speaker Awards, Best Newcomer and the Vistage Outperformer Award.

Company Shortcuts works across a number of sectors including manufacture, service businesses, IT services and software, but where they do specialise, is in the size of company they support. They only work with scale-up businesses that are poised for acceleration but who have yet to unlock the code to their own sales growth.

[LinkedIn: Nicola Cook](#)