



About the Author

With a unique background combining sales experience with personal development and communications technologies Gavin brings an inspirational yet real approach to sales training and coaching. Unlike most trainers Gavin excelled as a sales professional winning a European sales award for a FTSE company in his first year of selling and progressing rapidly through to a hands-on managerial role.

After a successful project growing a business from zero to £5m within 3 years Gavin moved to his most recent role as a Sales and Marketing Director for a FTSE 250. Here Gavin combined high level hands-on selling skills with strategic, staff development and full budgetary responsibilities. Gavin knows how important it is that every investment in training produces real sales results and that is his sole objective when delivering sales training and coaching.

Gavin is an NLP Master Practitioner and a trained coach and his depth of sales experience allows him to share true life anecdotes and examples which resonate with sales staff. This shared experience encourages greater learning and application of the skills taught because the trainees know that Gavin understands them. Nowhere is this clearer than in Gavin's approach to objection handling where he does not rest until the delegates have beaten every objection they can think of! Or in his telesales training where trainer and trainees alike get on the phone and make live calls to clients. How many trainers will do that?!

During his career Gavin has won business with a multitude of blue-chip clients including IBM, Lloyds TSB, AT&T, Siemens, Vodafone and Citibank and has trained and coached successful telesales teams, sales professionals and sales managers. Whether you want telesales skills, sales presentations or negotiation skills - Gavin will design a course that exactly meets your needs and wins you more business.

If you want to create more sales then call now!

Co-ordinates

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