

“Don’t be a Seller...
be a *Best* Seller”

**PARETO
LAW**
80/20

a Randstad company

Profile: Helen Boothby

“Helen has ‘real hands-on’ experience and credibility. Her approach is supportive and her style and background ensure that learning is comprehensive and practical.”

Qualifications and experience

Helen has worked with clients and executives in a training, coaching and facilitation capacity to improve both hard technical and soft behavioural skills that are required in all successful sales professionals and leaders.

Helen has enjoyed a successful and rewarding career in leadership roles for over 10 years. She has led diverse sales teams and been acknowledged for her success having won major media industry awards* for ‘Best Sales Director’ and ‘Best Sales Team’.

Since moving into consulting, Helen has worked across a range of disciplines and industries. Her commercial sales experience and success in developing others has allowed Helen to become an inspirational consultant who works with customers in training, coaching and facilitation.

Clients worked with include:

- ✦ American Express
- ✦ Ink Publishing
- ✦ Microsoft
- ✦ Queensland Government
- ✦ PBL Media
- ✦ Handle Recruitment

Industries worked within include:

- ✦ Financial Services
- ✦ Recruitment
- ✦ Media
- ✦ Public Sector
- ✦ IT

Key areas of expertise:

- ✦ Professional Selling Skills
- ✦ Ethical Influence
- ✦ Strategic Account Management
- ✦ Team Diversity
- ✦ Team Building
- ✦ Sales Leadership
- ✦ Ethical Negotiation
- ✦ High Impact Presenting



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Sales Recruitment
Agency of the Year