



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



Profile: John Holton

“John is a highly experienced management and sales training consultant with a high level of proven achievement in enabling individual, team and organisational performance improvement”

Qualifications and experience

John has commercial experience at senior executive level and has a strong knowledge and skill base covering all of our core services.

John is an expert analyst of individual and group training needs for organisational and individual improvement. He is also a highly effective and inspiring facilitator and executive coach.

John has experience across numerous sectors including financial services, telecoms, health, ICT, property and manufacturing. His commercial roles have included responsibility for strategy, growth and operational excellence. He has also been an online tutor for the Institute of Professional Sales.

Before John joined Pareto Law he enjoyed many successes as a freelance sales training and management consultant. He is also a Fellow of the Institute of Sales and Marketing Management.

Clients worked with include:

- Prudential
- Orange
- Marks & Spencer
- Bupa
- Rightmove
- IBM

Industries worked within include:

- Property
- Financial Services
- IT
- Telecoms
- Health
- Manufacturing

Key areas of expertise:

- Fundamentals of Selling
- Professional Selling Skills
- Negotiation Skills
- Account Management
- Presentation Skills
- Leadership & Management Training
- 1-2-1 Coaching
- Professional & Business Coaching

