



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



Profile: Graham Madden

“Graham has worked with some of the largest institutions in Europe and the US and brings his real world experience to bear in his practical approach to training.

His energetic and motivational style ensures key learns are easily applied and embedded in the workplace.”

Qualifications and experience

Graham was at the 'coal-face' of selling and Account Management for over 20 years before moving into training to share his experiences and knowledge.

From Financial Services to Internet via Publishing, Graham has worked across a wide range of industries and has achieved success at every level. His broad range of experience is brought to bear with highly targeted and practical training.

Clients worked with include:

- Aegon
- Citi
- Littlewoods
- Royal Bank of Scotland
- Capital One
- National Magazine Group

Industries worked within include:

- IT
- Media Sales
- Online
- Publishing
- Finance

Key areas of expertise:

- Professional Selling Skills
- Ethical Negotiation Skills
- Account Management
- High Impact Presenting
- Sales Leadership

