



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

Profile: Russell Beswick



Russ has a successful background in Sales through Service, Customer Services, Technical Services and Leadership Development and is currently a Training Consultant with Pareto Law.

Russ specialises in designing and delivering effective training programmes to all levels and abilities; customer impact is at the heart of his programmes.

Qualifications and experience

An IT graduate, and CIPD qualified trainer, Russ adopts a focused approach, whilst building rapport and maintaining strong working relationships. Russ has spent over 6 years working within learning and development and his career covers several sectors, working in both business to business and demanding consumer support environments.

Russ was an integral member of a training team that helped coach and instil best practice at a now high performing support centre in Cape Town, South Africa helping change the reputation of off-shoring in the telecoms sector.

Following a proven period as a training officer, Russ went to manage the training function for Geek Squad a unique technical company that could translate highly complex concepts into language relevant for the customer with service as the key USP.

Before joining Pareto, Russ spent the later part of his career working as a Group Training

Partner for the UK's leading Financial Solutions Company, driving cultural change in the sales and support functions through delivery of blended training. His initiatives targeted leadership principles and were followed with timely and effective coaching workshops.

Clients worked with include:

- ◆ Telegraph
- ◆ Ventura
- ◆ Carphone Warehouse Group
- ◆ Virgin Media
- ◆ BeatThatQuote.com
- ◆ MDNX

Industries worked within include:

- ◆ IT
- ◆ Telecoms
- ◆ Not for Profit
- ◆ Financial Services
- ◆ Insolvency

Areas of Expertise:

- ◆ Customer Services
- ◆ Sales through Service
- ◆ Live Telephone Selling
- ◆ Coaching & Mentoring
- ◆ High Impact Presenting
- ◆ Ethical Negotiation
- ◆ Leadership
- ◆ Account Management