



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

## Profile: Steve Groves



Steve has a successful background in Learning and Development along with In house Recruitment. Some of his key areas of experience lie in; Outsourced Sales and Marketing, Lead Generation, Leadership Development, Insurance and Finance.

Steve specialises in designing and delivering effective training programmes, with particular attention to creating a delegate centric environment through Blended and Accelerated Learning techniques.

### Qualifications and experience

A CIPD qualified trainer, Advanced NLP Practitioner and experienced performance and life coach, Steve adopts a delegate focussed approach with the emphasis on fun and interactive training sessions. Steve is also a Certified Recruitment Professional and Member of the IRP. Steve's successes include growing a customer portfolio by 1 million customers within 12 months and increasing the sales successes within a FSA regulated environment from £50 million to £110 million per month.

Before joining Pareto, Steve spent the later part of his career working as a Head of Training and Recruitment for one of the UK's leading Outsourced Telesales Companies Company, driving cultural change in the sales, training and Recruitment functions through delivery of consultative selling techniques and creating a people orientated development pathway that drove personal ownership for individuals' development. This approach grew the company by 100% within 2 years.

### Clients worked with include:

- ◆ Talk Talk plc
- ◆ Homeserve
- ◆ JD Wetherspoons
- ◆ Severn Trent water
- ◆ United Utilities
- ◆ American Express

### Industries worked within include:

- ◆ Insurance
- ◆ Telecoms
- ◆ Hospitality
- ◆ Financial Services
- ◆ Insolvency

### Areas of Expertise:

- ◆ Leadership Development
- ◆ Performance Coaching
- ◆ Live Telephone Selling
- ◆ Coaching & Mentoring
- ◆ High Impact Presenting
- ◆ Sales through Service
- ◆ Account Management
- ◆ Competency Framework