

## Trainer profile – Helen Masters



Helen is an experienced customer service and sales trainer, with a track record of helping companies deliver superior service and sales through her customer-focused training programmes.

She has a strong background in customer service, sales and retail, with over 20 years of direct hands-on experience including setting up and running her own successful customer service-led retailer as well as running large customer service and sales departments in a corporate environment.

Helen started her career in one of the top 5 banks and over her 10-year tenure was picked for several high-profile roles as part of the organisation's High Flyer Scheme. She successfully ran a multi-site telephone sales division and a multi-site customer service operations division of 500 people before going on to create a highly successful and award-winning independent luxury lingerie retail business.

Helen has successfully helped retailers all over the word to improve their customer service, and believes her unique mix of skills and experience based on a combination of 'big business professionalism and small business service' is a winning formula for success for lots of other companies.

### Client feedback

- 'I really enjoyed the day. I'm not quite sure what my expectations were but it's fair to say they were exceeded in every way. I particularly liked the informal and comfortable style of the course and I have come away with a far greater knowledge and confidence than I thought possible in one day.'
- 'A BIG thank you for excellent training. It met and exceeded my needs.'
- 'Thank you so much for such a wonderful and informative day. I couldn't recommend it enough!'
- 'Helen was very knowledgeable and informative, she is very professional, friendly and ensured that everyone understood the training. The process met and exceeded my needs. I am planning to use Helen again in the near future.'
- 'Helen's course was excellent. The depth of the training materials was great and Helen made the course very easy to follow. Helen is a pleasure to work with and the process was very collaborative and enjoyable.'

*Helen is based in Windsor and works across London and the south-east.*