

Trainer profile – Steve Catchick



Steve is a highly experienced and popular trainer, speaker and coach. He spent many years in the data and telecoms sector, before transitioning to the commercial side of the IBM UK business as an account manager and, eventually, a trainer.

Steve saw for himself at IBM that the customer experience is the competitive battlefield for sales and business growth and that being an ambassador for the company, having good communication skills, developing strong relationships and having an ethos of providing excellent service are the building blocks for long-term business sustainability.

While at IBM Steve:

- Delivered customer care training to more than 200 sales staff, engineers, managers, professionals and help-desk staff. As a result of this training customer complaints decreased significantly, the engineer morale survey results were the highest on record, and sales were the highest for the decade.
- Delivered presentation skills and sales relationship skills training, amongst other topics, to over 100 professionals.
- Facilitated leadership programmes.

Since leaving IBM, Steve spent several years in customer facing roles, from customer support to account management, before moving to L&D, including training, coaching and personal development. He has worked with organisations, business owners, executives and teams, and understands the impact building trust, relationships, good communications and excellent service has on customers. Steve set up his own consultancy practice in 2009 as an independent trainer and mentor, delivering training, coaching and masterclasses on a range of business, leadership and personal development topics, focusing primarily on customer service, communications, presentation skills, and personal impact and effectiveness. He has delivered his training to more than 600 **clients** across a wide range of **sectors** including education, IT, marketing, sales, accountancy, dental, and business consultancies.

His **qualifications** include:

- Certified NLP trainer and Master Practitioner
- Clinical hypnotherapist
- Certified coach
- Profiles International assessment tool certified on Profile XT, PSA, 360 Degree, PPI (a DISC Plus style assessment)
- Distinguished Toastmaster, Toastmasters International (a leading non-profit organisation for improving communication and leadership skills in individuals)
- Full member of The Professional Speaking Association

Steve is based in Reading and delivers face-to-face training across London and the south-west and virtual training sessions internationally (particularly the USA).