

Lead consultant – Graham Roberts-Phelps



Graham is a specialist training consultant and coach with extensive experience and expertise in all aspects of customer service and sales – from skills through to standards and systems. He leads for us on larger-scale bespoke 'roll-out' programmes.

Formerly a top-performing IT and solution sales professional, and a sales manager and marketing director, he has been training, coaching and consulting since 1993, and has personally trained some 30,000 people (both face-to-face and 'live online'), in 25 different countries, from hundreds of different organisations spanning almost all industries and types of business.

As well as being a specialist in customer and sales strategies, and an NLP Master Trainer, Graham is also a popular motivational speaker. His consulting and training work takes him to all parts of the world, giving him a unique insight and depth of knowledge in his specialisms.

Graham believes that effective learning has to be participative and interactive – his learning events are built around practical exercises, role-play and case studies. His training style focuses not just on explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals – in essence, to create real change. Graham manages to achieve the right balance between style and substance, content and format. Participants leave with many practical, proven and often original ideas.

Graham delivers bespoke training sessions across a range of subject areas, including:

- Customer service skills
- Sales skills – from introductory to advanced, from telephone skills to consultative selling, from closing skills to advanced negotiation, etc, etc
- Writing skills
- High impact presentation skills
- Business influencing skills
- Service with a sale!
- Time management
- Commercial management
- Train the trainer

He has worked across a whole range of **sectors**, including manufacturing, automotive, telecoms, pharmaceutical, travel/leisure, IT/technology, public sector, retail, finance, professional services, etc, for **clients** such as Weetabix, Nikon, Amadeus, Shell, Black & Decker, Daimler-Chrysler, Citroen, ATS Euromaster, Texaco, Goodyear, Mercedes-Benz, BMW, BT, Nortel, Alcatel, Vodafone, AT&T, Cable & Wireless, Atlantic Telecom, Orange, Pfizer, Glaxo, Boots, American Express (Travel), Thomas Cook, Apple, Amadeus, Sony, IDC Semi-Conductors, Motorola, Cisco, Unilever, Gateway, CSF, Sun Micro, Prison Service, Home Office, various local authorities, various NHS Trusts, Vodafone, MFI, ASOS, Amex, AXA, Barclays, LIFFE, Abbey National, Nationwide, Halifax, De Lage

Landen, Connells Estate Agents, Strutt & Parker, Vision IT, Law Society, Arramark, BBC Worldwide, Gibbs & Dandy, Jewsons, Crown Estate, Ambius, Whirlpool, Cosmos, SaudiAramco, TFL, HMV, Open University, BIG Lottery Fund, Stevenage Leisure, Mole Valley Farmers, etc, etc, etc.

Graham is also an established author of business books, many of them translated into a number of different languages, including:

- 'Work Smarter – achieving more with less'
- 'CRM – How to turn a good business into a great one'
- 'Telephone Tactics'
- 'Companies don't succeed – people do!'
- 'Fifty ways to liven up your meetings'
- '90 Brain Teasers for Trainers'
- 'Sales Games for Trainers'

Graham's training invariably gets excellent feedback, as the following comments from participants demonstrate:

- 'Brilliant course, really interesting and very focused to my job role and day to day work.'
- 'A very intensive course and a lot of concrete tools provided.'
- 'A very interesting course that was full of useful hints and tips which I will apply to my job.'
- 'A very useful course for anyone who has to negotiate in some form as part of their role.'
- 'Covered the different elements within sales and provided some good ideas.'
- 'Extremely well presented and structured'
- 'Full of useful hints and tips which I will apply to my job.'
- 'Graham has a great attitude, a wealth of knowledge and is always referring to real life examples and in most cases his own examples.'
- 'Graham is obviously experienced in front line sales and negotiation roles which comes across – good presentation style and very engaging.'
- 'Graham was exactly what you want from a trainer – very knowledgeable, the practical experience to back up the skills/techniques being covered, engaging and very approachable.'
- 'Graham was very approachable and made everyone feel at ease. Graham was also engaging and the pace and the break-out sessions worked well to keep the momentum up.'
- 'Some good negotiation pointers no matter what level of sales you are at.'
- 'The course was tailored around our business which helped when completing the role play activities.'
- 'The course will make you think differently and also understand how and when to negotiate in different circumstances not just business.'
- 'Thought-provoking on how to approach negotiations differently.'
- 'Took away some very good ideas that I can use every day... good examples too.'
- 'Useful data, tools and insights – engaging and interesting as always.'
- 'Very confident in the subject, and amusing too. Made the course very interesting. A very clear good sales model to use going forward.'
- 'Very good... contained everything we do on a regular basis and problems we have come across... the exercises made it very interesting too.'
- 'Very knowledgeable'
- 'Very well presented and interacted with all of the team and made the whole day fun and educational.'
- 'If you think you know it all, there will be something here you don't.'

Graham is based in Norfolk and London and delivers customer service training across the UK and internationally.