Trainer profile – Alun Maxwell



Alun Maxwell is a very experienced trainer and facilitator, leading a wide range of workshops in Europe, the USA, South America, Asia and North Africa.

His sixteen years' experience in corporate sales and sales management has given him a wealth of knowledge and expertise in coaching, managing diversity, handling conflict, giving feedback, and managing change.

His speciality as a facilitator is his ability to help participants understand – by the use of real-time feedback – the impact of their body language, tonality and the words they choose and why.

His training is interactive, fun and full of 'lightbulb moments,' and he is as comfortable training via Zoom or Teams as in person.

Alun has delivered training for many different industries including finance, automotive, pharmaceutical, cyber security, travel, educational publishing, legal, manufacturing, mobile telecoms and many more. He has worked in markets as diverse as Turkey, USA, Thailand, UAE, Brazil, China, Morocco, Poland, Czech Republic, India, Pakistan and Malaysia.

He has delivered training and facilitated sessions for the private and public sector on handling conflict, equality and diversity, sales and sales management, customer service, bullying and harassment, stress in the workplace, change management, generational management, leading without power, emotional intelligence and interviewing skills. He has personally coached C-Suite executives from the Financial Times and coached the UK board of Santander on their presentation skills for a crucial corporate launch at the NEC Arena. In diversity training, he has often role-played senior staff members with outdated views on cultural issues and can bring humour into the learning.

Being fully conversant with personality profile models such as Myers-Briggs, SDI, Insights and the DISC model helps him to integrate these into his workshops when required. End user 'repeat' clients have included Henkel, Savills, Oxford University Press, Rolls-Royce Engines, KPMG, PwC, Sika, BMW, Zurich Insurance, BNP Paribas, Nokia, Hiscox, Royal Bank of Scotland, Amgen, and Virgin Travel.

He is a professionally trained actor and has nearly 25 years' experience in corporate role-playing, which enables him to 'morph' effortlessly into any personality style required to accurately simulate a difficult individual described by a participant.

Alun has many years' experience designing and writing training sessions for clients, including Forum Theatre scripts where he can employ his comedic skills in presenting exaggerated bad practice to embed key learnings.

Alan's core training **specialisms** are:

- Customer service skills
- Dealing with challenging customers
- Value selling
- Telephone skills
- Presentation skills for sales professionals
- Sales role-playing

- Sales skills for selling products

He also delivers bite-sized sales training, amongst other topics, on:

- Elevator pitches
- Objection-handling
- Presentation skills for salespeople

See some of the **feedback** from Alun's training:

- 'Alun demonstrates that you never know it all and equipped with easy "how to's" you can improve the outcome of any sales meeting… I have used his methods over the past 9 months with great success and I have easily won over 10% more business. There are not many things that deliver that return'
- 'He has a calm, unflappable and relaxed yet professional approach and delivers feedback in a clear, concise and sensitive manner… an in-depth knowledge of the sales process which enables him to demonstrate sales excellence (and the opposite if required!) in forum theatre sessions'
- 'Knew about the company, and had done research about what we do. Spoke clearly and presented well'
- 'Nice presentation style and keeps the audience engaged'
- 'Excellent. Clear, concise, knowledgeable'

Alun is based in Hatfield, Hertfordshire.