



Phil Atherton

Introduction & Expertise

Phil is the Sales Training specialist at CMBD. He brings with him a huge amount of experience in sales consultancy and sales training, built over a lengthy and successful career. Phil is responsible for the development and delivery of the in-house sales and sales leadership courses currently offered by CMBD. He is able to provide training that ranges from the basic principles for new recruits right up to and including working with experienced sales professionals and sales managers.

As well as providing a solid grounding in the basic principles of effective sales processes, Phil's unique brand of training leans heavily on the latest discoveries in the fields of social science and NLP. He shows his sales delegates how to adopt a winning mentality and how to read the subconscious intentions of their customers. This makes their sales roles easier and more natural. When working with sales managers, Phil's expertise and experience allows him not only to pass on the basic principles of sales team leadership but also to advise on development and improvement strategies for more established sales teams.

In addition to majoring in sales training, Phil also advises clients on the development of powerful sales processes and the adoption of CRM systems to provide effective account management and sales development. Phil also assists, often in conjunction with Simone Greasley, in the recruitment of sales professionals and sales managers.

Experience

After a brief period as a management trainee with Blue Circle Industries Phil moved into a sales role in the electronic component sector. 25 years later he had developed a range of skills, having lead the sales delivery of the fastest growing distributor in the UK and recruited and trained over 200 sales people, some of whom are now sales directors in their own right.

Phil left his last employer in 2004 to pursue a new career in sales consultancy and training. In that time he has helped over 100 companies to build powerful sales processes and to build winning sales teams. His clients report growth rates consistently in double figures, with some achieving up to 70% growth per annum.

Professional Qualifications/Affiliations

- BSc (Hons) in Business Studies
- Associate of the IIB
- Fellow of the ISMM
- Approved Innovation Coach
- Approved Growth Accelerator Coach
- Leadership and Management training provider BGS

