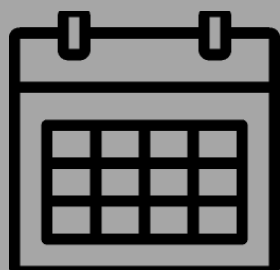




DEWI HUGHES

Communication, influence and persuasion in Animal Production



27, September 2019



Tomar, Portugal

FARMIN
LIVESTOCK TRAININGS



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AREAS OF EXPERTISE:

- **Management Development Programmes - Design & Delivery of management development programmes. •**
- **Executive Coaching Programmes - One to One coaching & mentoring •**
- **Facilitation Services - Design & facilitation of business meetings/conferences (Team level through to Board).**
- **Conference speaker • NHS Mentoring Services providing industry personnel access to a network of senior NHS personnel. 2011 Launch of INSIDE NHS - Unique experiential learning**

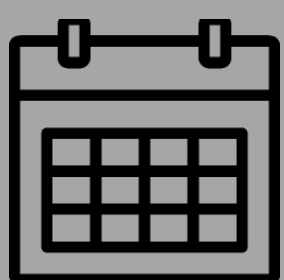
CAREER EXPERIENCE:

- **Quaker Oats Ltd – Territory Salesperson FMCG •**
- **3M Healthcare – Territory Salesperson & Sales Trainer •**
- **Codman UK (A J & J company) – Sales Executive and National Sales Training Manager •**
- **Innovex – Management of Sales, Nurse Adviser, Clinical Teams. Director of a £5.4m Clinical Contract Hire business. National Sales Director Envoy Healthcare**
- **Fit for Business Ltd – founder & Managing Director Contract Sales/Recruitment Services •**
- **D W Hughes Ltd – Learning & Development Consultancy**

Program content



- **Adapt to persuade**
- **Personality types**
- **Discovery method**
- **IDEALS - professional persuasion**
- **Build trust**
- **AMOA - secret weapon**
- **Objections training**
- **Personal insights (optional)**



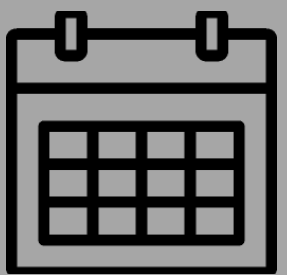
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**Tomar,
Portugal**

"Truly masterful salesman create separation from an agitated situation to a clearly defined current situation and a clearly defined desired situation. They then position themselves and their offer as the key to that desired situation. Truly masterful salesman don't sell things, they sell futures."

Sam Owens



27, September, 2019



Tomar, Portugal



250€(+IVA)

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