



# Debbie Sweeney

ISM Sales graduate and young talent course designer and training specialist

Trained over a thousand sales graduates, 10+years experience

Debbie's sector specific clients and career experience



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# Sales course designer and sales trainer specialist

## Sectors worked in

- Software
- IT Services
- Various B2B
- Construction
- Communications
- IT Solutions



‘Give me someone with potential and I will turn them into a sales star.’

Debbie



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# Debbie Sweeney



## Overview

Debbie has over 29 years of commercial experience working for SMEs and Corporate organisations in sales, sales management and sales trainer roles. Selling to a wide range of SME, corporate and public sector organisations Debbie has a diverse range of experiences and stories to share that bring meaning and proof to the theories covered in the training.

Having been a Sales Manager in retail, internal and field sales Debbie understands the challenges Sales Leaders face to optimise sales performance, working closely with the Management team to ensure results and KPIs are achieved.

Debbie builds credibility with delegates of all levels using an inspirational, actionable and interactive delivery style. Commencing a sales career with Yellow Pages, joining Orange since inception through to global success, selling software and analytical solutions for GB Group Debbie has a wealth of relevant experience in the IT and Comms sector. In addition, Debbie's has designed and delivered sales training programmes for clients in the IT, Communications and Innovation sectors.

Having been a course designer and sales trainer for over 10 years Debbie has a wide range of experience. Passionate about helping others succeed, invigorate ideas, techniques and positive habits that inspire, motivate and more than anything create ACTION.

## Sales successes

- Regional Newcomer of the Year (1990) & Sales Person of the year (1991). - Yellow Pages
- Top 3 National Sales Performer for 3 consecutive years (96,97 and 98) - Orange
- Winner of the prestigious Distinction Award (2003 and 2004) - Orange
- Top 10% National Sales Performer for 15 years (Orange, GB Group and Yellow Pages)

## Professional Qualifications

- CIPD Training in Practice - Distinction Level
- CIPD Personnel in Practice - Merit Level
- Course designer & training provider of ISMM endorsed Graduate sales courses (now ISM)

# Sales course designer and sales trainer specialist

## Areas of Expertise (Generation Y & Z)

- Design of open and customised sales graduate level sales training programmes
- Design of open and customised courses for advanced level delegates
- Development of customised business simulations for assessment purposes
- DISC profiling
- Training delivery of all sales training courses
- Design and delivery of ISM endorsed online, virtual and classroom training programmes
- Training skills, attitudes and behaviour assessments during business simulations and reviewing calls
- Consultation and design of onboarding programmes for Generation Y and Z
- Development of sales playbooks to help aid retention and optimise sales performance during induction and first year employment
- 10 years+ experience of designing and delivering sales Graduate training programmes for a wide range of organisations across various sectors
- Worked for all the major UK Sales Graduate recruitments as an Associate trainer for over ten years

*\*ISM – Institute of Sales Management*

## Key Strengths

- Graduate training design & delivery
- Training evaluation & assessment
- Course design for all levels (all aspects of sales)
- Training Needs analysis & assessment
- Mentoring
- Consultancy
- DISC profiling

## Training Specialisations

- Social and telephone selling
- Advanced and consultative selling
- New Business Development
- High impact Presentation Skills
- Account Management & New Business
- Negotiation and Influencing Skills

## What Debbie's clients say:



**20% increase in revenues,  
expanded telesales team by  
3-fold and major account  
accelerated growth**

'The appointment of Debbie Sweeney as our consultant and trainer confirmed that we really found the perfect partner in Debbie as she really understood our organisation and significantly contributed towards increasing our overall revenue.'

**Antony Allen, MD data8**



'Debbie developed a highly effective on-boarding programme that retains and motivates our new graduates and new starters. The production of a comprehensive sales training playbook that covers all aspects of the sales process helps ensure best practice and the right messaging is used by everyone all of the time. Smart Insights chose Debbie Sweeney for the project due to the comprehensiveness of the proposed solution, Debbie's previous experience in graduate training, marketing and sales whilst also working for high growth organisations.'

**Stu Miller (Co Founder)**



## 35% growth in company revenues & major contract wins with corporate retail organisations

'We are delighted with the quality of Sales and Sales Management training we received from Debbie Sweeney. The long-term training and development initiative has resulted in CMS Payments Intelligence attracting and retaining top consultative sales professionals (experienced and graduates), rapid business growth, internal promotions and a 35% growth in company revenue.'

**Sales and Marketing Manager, CMSPI**



'Your outstanding salesmanship and fantastic teamwork have made you a winner and a role model for BCD.'

**Neil Laidler, Customer Development Director (2005)**

'Your enthusiasm, spirit of fun and what's more, determination, has been inspirational to many others and you have been a credible asset to the team & your departure is great loss.'

**Duncan Ward, National Sales Manager (2000)**

## Delegate feedback from some of Debbie's courses;

Debbie Sweeney is an inspiring and energetic trainer who knows her stuff and is familiar with our company. Not dull at all!

The training Debbie Sweeney (Solutions2Success) has provided has been first class. We will soon be completing a two and a half year sales training programme having achieved two years record growth' Sales Director, Stirling Lloyd

Very good sales training course, good content, well structured and tailored to our specific needs, would recommend to anyone."

Brilliant, interesting and relevant sales training course providing me with the valuable tools I need to approach new business sales and increase my client base.'

I just wanted to say that this is the best sales training session I have been on so far, so would like to pass on my thanks and feedback. It was a refreshing change to the bog standard and boring sessions I have experienced previously.'

I found the whole day informative and focused on learning most of the day. More training in Debbie's style.'



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