

Facilitator profile – Alun Maxwell



Alun Maxwell is a very experienced roleplayer, trainer and facilitator – delivering behavioural training in many varied workshops in Europe, USA, South America, Asia and North Africa.

His sixteen years' experience of corporate sales and sales management has given him a wealth of knowledge and expertise in questioning and listening skills, coaching, and the effective giving of feedback.

His speciality as a facilitator is his ability to help delegates 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, Transport, 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 on Handling Conflict, Sales and Sales Management, Customer Service, Equality and Diversity, Bullying and Harassment, Stress in the Workplace, Change and Generational Management, 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.

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.

He is a professionally-trained actor, and has over nineteen years' experience of corporate roleplaying which enable him to 'morph' effortlessly into any personality style required to accurately simulate a difficult individual described by a delegate. The learning achieved when delegates have a difficult conversation with an accurate facsimile of a tricky colleague cannot be overstated.

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:

- Dealing with challenging customers
- Value selling
- Telephone skills
- Presentation skills for sales professionals

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.