

Trainer Bios

James Bacon

About James

James is an experienced business facilitator who has delivered a range of sales programs in the UK, Australia and Asia. He brings hands-on business experience to each of his programs, making the content relevant, easy to understand and simple to implement back in the work environment.

James has more than a decade of facilitation, recruitment consulting and business development expertise. He held senior recruitment roles with Robert Walters Associates in both the UK and Australia, before moving to the client side where he managed the internal recruitment functions for two of the 'Big 5' Professional Services firms. He has been helping recruitment companies improve their sales performance for the past three years, working with the likes of Manpower and Ambit (a leading Australian IT recruitment firm). As a result, Ambit Professional Services increased their annual turnover from \$40k to over \$5 million in only 12 months!

James is accredited with Wilson Learning's Counselor Sales Person program and in Huthwaite's SPIN® selling methodology.

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James' Style

James knowledge encompasses a wide range of skills within the recruitment arena. However, he is exceptional when helping recruitment consultancies improve their sales performance.

He does this by giving consultants the right skills and techniques to compete and to differentiate themselves in today's market. With these 'consultative' skills comes the confidence to engage customers in a different way; a way that adds value, that deepens the relationship and that fundamentally creates 'win: win' outcomes for both parties.

James is also a firm believer in heavily supporting the knowledge he delivers in the workplace through on-going coaching and skills development. After all, we believe this is the key to embedding new skills, techniques and confidence into the culture of your organisation.

To further enhance this James has reputation for being able to inspire and motivate his delegates, a key ingredient in any successful sales consultant.