



**90%** of corporate businesses say that the majority of business presentations they attend, leave them underwhelmed. This is exactly why you need a presenter who engages audiences with a **97%** satisfaction score.

## Karen Dunne-Squire

**Sales Expert | Speaker | Sales Trainer | Entrepreneur | Leader | Author**

Karen Dunne-Squire is the creator & MD of Elation Experts and a leading expert on sales and business growth. She works with sales teams and businesses around the UK, providing training & mentoring, strategy and process planning services, helping to increase sales and grow businesses.



Karen has been presenting and debating since her teens. She has won national awards for public speaking and has built a reputation as an engaging speaker at private functions, networking events and exhibitions, such as Sales Innovation Expo.



Karen is a qualified sales trainer, facilitator and a leading expert on sales practice. She is a firm believer that you can never stop learning and with 20 years of sales management behind her, she knows that constant learning is the key to high performance. Karen provides unique sales training that goes beyond simple classroom-based learning and aims to avoid the common pitfalls of traditional sales training.



Since the 1990's, Karen has been working in senior level sales, being responsible for running some of the UK's biggest sales teams, within companies such as Reed and Flight Centre. In 2009, Karen set up her own business, Elation Experts; a sales consultancy and support business based in Bristol. Elation has worked with 100's of SME's to help them grow.

Karen has a unique presenting style that not only leaves audiences inspired and motivated, but provides readily implementable tools and techniques for them to leave with. She is available for:

- Exhibitions
- Seminars
- Workshops
- Training events

"I attended a fantastic seminar delivered by Karen recently. The session included: the customer journey; what activities you can use to influence their buying choices; what methods a business can put in place to ensure customer loyalty and referral business; how you can implement and measure your sales success. Along with great delivery and content, a work book and plenty of opportunity for discussion, the session was a great success. How can I say this? I was there and more importantly I received other rave reviews from other people who attended. I would recommend Karen (and the team) if you are looking to enhance, improve and develop the sales aspects within your business - for you or your team."

Sean Humby  
Director, Business Network SW

"Karen is truly an expert in the sales industry and her speaking techniques clearly show her passion for what she does, but, more importantly, her passion to teach others about being a personable seller. Her seminar halls and masterclass sessions were always full at SIE 2015 and that's a result of being recognised in the industry and her continued commitment to promote her involvement with the show, which was second to none."

Kyle Hughes  
Marketing Manager, Prysm Group

## Key topics:

### Your Culture Creates Your Success

Every sales team is simply a collection of human beings and creating a management strategy that responds to that, is the key to getting excellent performance.

#### Key areas of focus:

- How to create the culture that breeds success
- How to retain the high performing culture for continued success
  - Setting rewards and KPIs
- The importance of continuous training

### Sack the Sales Trainer

Really great sales performance is about creating a personal development programme that is diverse and engaging, and not focused around the classroom environment.

#### Key areas of focus:

- How to correctly implement training
- Enforcing and reinforcing learning after training
- Techniques and strategies for effective training
  - How to get the results you want to see

### Building an Unstoppable Sales Team

Getting the highest possible performance from a team is about creating an environment in which they want to achieve.

#### Key areas of focus:

- How to correctly configure and implement agile working
  - How to set accountability and responsibility
  - How to maximise productivity
  - Building a successful culture

### Stop Pitching, it's Killing You!

Traditional sales pitching has it's time and place, but what's the point in just talking at your prospects? Stop pitching and start listening to their needs.

#### Key areas of focus:

- The problems with pitching
- Learning to communicate core messages, but also to listen
  - Crafting a targeted value statement
  - Questioning techniques for success

**"Until you have 100% market share, you can always sell more!" Inspire your business today!**



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