

Graham Roberts-Phelps

Leadership, Business Skills and Management Trainer

Profile

With over twenty-five years of international experience in **sales management, leadership development, and performance training**, I specialise in helping organisations build consultative, customer-focused sales cultures that deliver measurable results. I have personally trained and coached more than **30,000 professionals** across **20+ countries**, working with leading organisations in the **manufacturing, construction, technology, finance, and service sectors**.



Drawing on a career spanning senior roles as **Sales Director, Key Account Manager, and Head of Sales Performance (Europe) at Thomson Reuters**, I bring both strategic and hands-on commercial experience to every client engagement. I combine board-level understanding with the ability to equip frontline salespeople with practical, relevant skills that build confidence, consistency, and conversion.

My work with clients such as **George Barnsdale Windows, Ralph Lauren, Winch Design, Fever Tree ERA, Veolia, Mirka, Altro, Liveo Research, Pepe's Piri Piri, JCDecaux, and Recordati** has included the design and delivery of in-house sales academies, key account management programmes, customer service playbooks, and bespoke consultative selling frameworks.

Global Authority & Proven Impact

30,000+
Professionals Trained
Coached over 30,000 professionals across 20+ countries in multiple industry sectors.

Graham Roberts-Phelps: Driving Sales Excellence & Leadership

Premier international trainer specializing in consultative, customer-focused cultures through high-impact, practical training.

Strategic Expertise & Client Results

Specialized Sales Methodologies
Expert in Consultative Selling, Key Account Management, and Persuasive Proposal Writing.

25+ Years of Senior Leadership

Expert in building high-impact, consultative, and customer-focused sales cultures.

Master Trainer & Published Author

Certified NLP Master Trainer and author of 'Working Smarter' and multiple sales titles.

Executive trajectory

- Thomson Reuters**
Head of Sales Performance
Developed 500+ staff across 7 countries
- The Pearson Group**
Sales & Marketing Director
Managed a 60-strong sales and account team
- 8020 Training Ltd**
Managing Director
Founded and led a global business skills consultancy.

Trusted by Global Industry Leaders

Partnered with brands including Ralph Lauren, JCDecaux, Fever Tree, and Thomson Reuters.

“ Directly relevant to day-to-day challenges
Clients consistently praise the training for providing concrete tools and immediate workplace application. ”

Specialist Areas

- Consultative and Solution Selling
- Sales and Business Development Skills
- Key Account Management and Customer Retention
- Writing Persuasive Proposals and Winning Tenders
- Negotiation and Objection Handling
- Sales Leadership and Coaching for Managers
- Time Management, Communication, and Presentation Skills

Client Feedback

Participants frequently describe my sessions as engaging, energising, and directly relevant to their day-to-day challenges:

“Very knowledgeable and extremely well presented and structured.”

“A very intensive course with a lot of concrete tools provided.”

“Brilliant course – really interesting and very focused on my job role and day-to-day work.”

“Very confident in the subject and amusing too. Made the course very interesting. A very clear, good sales model to use going forward.”

“Contained everything we do regularly and the problems we come across – the exercises made it very interesting too.”

Professional Background

- **Head of Sales Performance (Europe), Thomson Reuters** – responsible for training and developing over 500 customer-facing staff across seven countries.
- **Managing Director, 8020 Training Ltd** – founded and led a successful business skills training consultancy delivering global in-house programmes.
- **Sales and Marketing Director, The Pearson Group (Longman Training and Financial Times)** – built and managed a 60-strong sales and account management team.
- **Senior Consultant, Hoskyns PLC (now Capgemini)** – managed major financial accounts including Lloyds and Bank of Ireland.
- **Sales Manager, ISC Systems** – developed systems integration services for UK building societies.
- **Major Account Sales, Entre Computer Systems** – delivered high-value IT solutions for large corporate clients.

Qualifications and Credentials

- Chartered Institute of Marketing – Degree in Marketing
- Certified NLP Master Trainer
- Member, International Institute of Coaching
- Published Author of *Working Smarter* and multiple sales and management titles

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