

Name: Andrew Seaward

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Nationality: English

Languages Spoken: English



Coverage: National – although preference for Midlands, plus Eastern Counties

Years of Practical / Training / Consultancy: 19 years

Consulting Partner Profile:

- Set up training consultancy business – which has been trading successfully for 19 years.
- Serve as a Non-Executive Director with a rapidly growing logistics and warehousing business in Northamptonshire.
- Set up a second business in 2009, my first B2C experience. *Cocktail Shaker Boys* will celebrate it's 10th anniversary in October 2019.
- Have a business studies degree, specialising in marketing.
- Worked within marketing for 2 businesses. One a global capital equipment company. The other a PLC based in Milton Keynes, specialising in transport leasing & hire.

Professional Experience:

Executive Summary. A self-employed trainer with a combined background in both the corporate sector and as a founder of 2 businesses. Also, a Non-Executive Director with a rapidly expanding logistics and secure warehousing company based in Northamptonshire. A track record of setting up high performing motivated teams while employed within B2B companies generating high numbers of sales leads and opportunities. The present training business *To Market* helps organisations generate leads, appointments and increase customer loyalty with interactive and fun training programmes. Some of these clients have been award winning.

Areas of Expertise:

- Customer Service – specialising in telephone skills
- Sales and Internal Sales – specialising in relationship building over the phone
- Management training – short courses for first line managers of phone teams (Supervisors, team leaders & managers)
- Seminars for small business owners focussing on how to use marketing to build a business
- Strategic marketing for SMEs