



Biography

Trevor Bethell Trevor is a highly experienced training consultant specialising in the areas of management, marketing and sales. With 17 years experience in the medical industry, Trevor brings a highly practical and professional approach to his subject areas.

Background

Trevor has had great success in the medical industry, where he has consistently delivered excellent sales results. This led to his career development into sales management and marketing.

As National Sales Manager for Allergan Ltd, Trevor was successful in leading his sales team to achieve outstanding results in a highly competitive market. As part of a European marketing team Trevor developed and executed the UK strategy, including the launch of new campaigns and products. Trevor has great experience in developing sales representatives and sales managers who have gone on to achieve considerable success in the industry. Trevor's business success is supported by his academic qualifications including BSc Hons in Biological Sciences, HNC in Business Studies & Finance and the CIM Diploma in Marketing.

Experience

Trevor's focus on developing close working partnerships with clients to design and deliver training solutions has resulted in the successful delivery of major programmes to a range of companies. These include Merck Pharmaceuticals, BOC, Medtronic and Cardinal Health.

Trevor has a good ability to inspire people and communicate these skills effectively so that delegates are confident and competent to apply them in the real world.

Trevor's specialist fields are:

- Business Planning
- Marketing
- Solution Selling
- Key Account Management
- Social Styles
- Sales Training & Coaching

