

Michael Trow

Owner at Michael Trow Enterprises LLC

Tallahassee, Florida Area, FL, US

Sales Consultant | Coach | Trainer | Speaker | Marketing Adviser | Wine Appreciator | Dog Lover

Biography

?Who Am I?? Professionally I have a proven track record of helping businesses achieve sustainable double digit growth in primarily the Hi-Tech and Financial Services industries. I have lived and worked in four continents, done business all over the world and love a new challenge where I can help people. Outside of work you may find me with a good book in one hand, a glass of wine in the other and hopefully a dog at my feet! Specialties: ?New Business Development ?Account Management ?Local Business Expert ?Strategic Selling ?Marketing Strategies ?Self Promotion Techniques ?The Sales Cycle: ?Strategic Planning ?Team Development and Training ?Market Research ?Lead Generation ?Face-to-Face and Online Presentations, ?Internal Communications ?Customer Training ?Account Management and Cross Sell/Up Sell Other skills include: ?Networking ?Marketing Communications ?Marketing Mix ?CRM ?Campaigns ?Social Media

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Information Technology and Services, Professional Training and Coaching, Telecommunications

Areas of Expertise

Marketing Strategy, Sales Process, Lead Generation

Affiliations

American Society for Training & Development, Small Business Development Centre

Sample Talks

Cementing Your Commercial Foundation For Effective Marketing

A 2 hour workshop for small businesses and service providers taking delegates step by step through the key areas of their marketing foundation. Delegates learn: 1. How to identify their ideal clients 2. How to determine their target market 3. How to develop a brand and how to communicate this effectively 4. The mandatory elements of their marketing activity

Event Appearances

Lead Generation Success Workshop
Workforce Development Series

How To Develop A Keeping In Touch Strategy
Chamber of Commerce Lunch and Learn Series

Education

University of the West of England
BA Hons Marketing

Milton Abbey

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