

# Testimonial - Oliver Lofthouse, Sales Director- ChessICT

## Anna Bates – Sales Trainer & Transformational Coach

I have had the pleasure of working with Anna Bates and cannot recommend her highly enough as a sales trainer and transformational coach. Anna has an exceptional ability to build strong rapport with those she coaches, creating an engaging and supportive learning environment where participants feel comfortable sharing their challenges and actively contributing to discussions. She quickly establishes trust, fostering a positive and open atmosphere that enhances learning and collaboration.

One of Anna's greatest strengths is her ability to tailor her content to her audience. She takes the time to understand the specific needs of the group, ensuring that her training is relevant, practical, and aligned with their business objectives. Her flexibility in adjusting the pace of delivery allows her to cater to different learning styles, ensuring that every participant, regardless of experience level, remains engaged and absorbs the key takeaways effectively.

Anna's training goes beyond standard sales techniques—she brings real-life examples and personal experiences into her sessions, making her content highly relatable and actionable. She doesn't just train; she educates, helping individuals and teams develop a deeper understanding of sales principles. More importantly, she empowers participants to find their own solutions to problems, encouraging critical thinking and problem-solving rather than simply providing answers. This approach fosters long-term development and ensures that teams can confidently apply what they have learned in real-world sales situations.

Her ability to motivate is truly impressive. Anna's energy, enthusiasm, and passion for sales training inspire those she works with, making her sessions both dynamic and impactful. She captures the essence of the business requirements in her training, ensuring that every session is aligned with the company's goals and sales strategy. This results in training that is not only educational but also drives real performance improvements.

Beyond her delivery in the training room, Anna is highly professional, articulate, and proactive. She works closely with leadership teams prior to training to fully understand their objectives, challenges, and key focus areas. This preparation ensures that her sessions are not only relevant but also contribute directly to the organisation's broader sales and business development strategy.

Whether you are looking for group sales training, one-on-one coaching, or reinforcement of sales methodology, Anna is an outstanding choice. Her expertise, combined with her ability to inspire and educate, makes her a valuable asset to any sales development initiative. I would highly recommend Anna to any Business seeking to elevate their sales performance and empower their teams with practical, results-driven training.

Thanks

Oliver - Feb 2025