



DEWI HUGHES

**Communication, influence and
persuasion in Animal
Production**

FARMIN
LIVESTOCK TRAININGS



DEWI HUGHES

AREAS OF EXPERTISE:

- **Management Development Programmes - Design & Delivery of management development programmes. •**
- **Executive Coaching Programmes - One to One coaching & mentoring •**
- **Facilitation Services - Design & facilitation of business meetings/conferences (Team level through to Board).**
- **Conference speaker • NHS Mentoring Services providing industry personnel access to a network of senior NHS personnel. 2011 Launch of INSIDE NHS - Unique experiential learning**

CAREER EXPERIENCE:

- **Quaker Oats Ltd – Territory Salesperson FMCG •**
- **3M Healthcare – Territory Salesperson & Sales Trainer •**
- **Codman UK (A J & J company) – Sales Executive and National Sales Training Manager •**
- **Innovex – Management of Sales, Nurse Adviser, Clinical Teams. Director of a £5.4m Clinical Contract Hire business. National Sales Director Envoy Healthcare**
- **Fit for Business Ltd – founder & Managing Director Contract Sales/Recruitment Services •**
- **D W Hughes Ltd – Learning & Development Consultancy**

Program content



- **Adapt to influence**
- **Personality types - Forces / weakness**
- **Discovery method**
- **IDEALS - professional persuasion**
- **Client psychology**
- **Build trust**
- **AMOA - secret for success**
- **Objections training**
- **Personal insights (optional)**

"The five essential entrepreneurial skills for success are concentration, discrimination, organization, innovation and communication."

Michael Faraday



27, September, 2019



Tomar, Portugal



250€(+IVA)

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