



## **Bio-profile of: 'Gerard Assey'**

Gerard Assey, is a graduate in Economics, a PGD in Management (HRD), a Distinction holder in Advertising at the LCCI, London – UK; holds several International Diplomas in **Sales, Collections, Training & Teaching**, and is a 'Fellow' of the prestigious 'Institute of Sales & Marketing Management'-UK, a Certified NLP Practitioner, a 'Certified Trainer', an 'Accredited Management Teacher', and a 'Certified Management Consultant'- (the International credentials of a professional management consultant, awarded in accordance with global standards of the ICMCI); Gerard is also a Member of the 'Institute of Management Consultants' with several years experience in varied industries, both in India & Abroad. He holds an 'Etiquette Consultant' Certification from the USA. He was also a recipient of a scholarship for extensive training in Japan on 'Corporate Management for India'.

Gerard Assey is Chief Executive of the group: '**Citius, Altius, Fortius Unlimited**'- an organization focusing on 3 Core Competencies: People. Performance. Profit; in functional areas of Sales & Marketing, HR & Organizational Development, covering Recruitment, Training & Consultancy!

His specialization is in the area of Sales Training (Basic, Advanced levels, Presentation, Negotiation, & Managerial Skills for all sectors), Customer Service & Customer Retention Programs, Training for Prevention & Collection of Debt, Self & Personal Development Programs (Time Management, Teamwork & Team Building, Business Etiquette & Personal Grooming, Leadership & Managerial Skills, People Management Skills, Train-the-Trainer etc), including preparation of Custom-designed Business Manuals for Internal (HR, Induction, and Sales etc) & External use (Instruction, User Manuals)

Besides public programs conducted regularly, both in India & Abroad, he has some of the top names as clients whom he services from Single Owners to large Public & Government undertakings, covering all sectors, for their in-house needs including reputed names like 'Airtel'- Bharti Cellular Ltd, ITC Ltd, Confederation of India Industries (CII), MRF Ltd, Murugappa Group, ACC Cements Ltd, Dubai Institute of Business Management, ETA Ascon-UAE, Gulf Agency Corporation-QATAR, GECO Mechanical & Electrical Ltd-UAE, Galfar-Qatar, Tata TeleServices Ltd, DHL Express, BSNL, Ispat, Timken, Visaka Industries, Viveks' Group, Indian Terrain (A Celebrity Fashions Group), Sify, LKP Forex (now part of Thomas Cook), TANSTIA-FNF Service Centre and the Amalgamations Group, together with Institutions such as the Stella Maris College, Ethiraj College & The Madras Christian College to name some. He has also been External Examiner to the Loyola College.

*Gerard was trained by International experts in 'Collection of Debt' over 20 years ago, from where he developed his own unique module, which is today, along with its website: [www.CollectionSkills.com](http://www.CollectionSkills.com) the only one in this part of the world to be featured in the 'Collections & Credit Risk Magazine-USA' under 'Who's Who in Training' and ranks No.1 on most search engines.*

*His website [www.SalesTrainingIndia.com](http://www.SalesTrainingIndia.com) also ranks No.1 today on most search engines for Sales Trainings in India.*

Gerard is author of a book: 'BITE-SIZED BITS ON COMMON SENSE MANAGEMENT' with his 5 upcoming books: 1) 'COLLECT THE MONEY YOU ARE OWED!', 2) 'HEART to HEART on Life's Principles' 3) The MASTER SALES PROFESSIONAL 4) The Sales Professionals' Master Workbook of S.Y.S.T.E.M.S & 5) Mastering PRESENTATION SKILLS; to be released shortly, besides regularly contributing to business & trade journals, including international ones such as the 'Creative Training Techniques' and the 'Sales News' of the U.S.A. He is also a member of several prestigious bodies & trade associations, having participated in many Conferences & Workshops in India & abroad.

Prior to his last assignment, Gerard had a 3-year stint in the Middle East as a Consultant with a leading British Consultancy Firm.

As the past 'Official Country Representative' for the International Business Award- 'THE STEVIES'- (the business world's own Oscar) for about 4 years- he ensured a good number of India companies qualify for the same every year!

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[www.TrainingWithPuppets.com](http://www.TrainingWithPuppets.com)

[www.FirstContactAcademy.com](http://www.FirstContactAcademy.com)

[www.Skills2Win-Just4Teens.com](http://www.Skills2Win-Just4Teens.com)

[www.SalesAndMarketingRecruiter.com](http://www.SalesAndMarketingRecruiter.com)



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